

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVI.

NEW YORK, JAN. 6, 1909.

No. 1.

GO WHERE THE MONEY IS

You remember the saying attributed to the elder Bennett to the effect that journalism consists in "Knowing where hell is going to break out next, and having a man on the spot."

That's good newspaper work.

Advertising is much like it:

Knowing where the trade is and getting there with the goods.

Lots of men know where the trade is but don't know how to go after it.

And a lot of pretty good advertisers go after trade hard enough and in a fairly decent sort of way, but fail to put in their licks where they'll count most.

Both of them fail of the best results, while the man who picks the best field and then works it,

He gets rich.

Of the good business houses to which PRINTERS' INK goes there are at least 500—count 'em—500, which are not getting the full measure of results from their advertising.

And I honestly believe there is not one of that 500 who couldn't do a profitable business in Kansas.

Because the trade is here. We have the need of and the desire for your goods and we have the money with which to buy them.

The agricultural crops and live stock alone that Kansas produced in 1908 amount to \$475,244,831—a big eleven million dollars in excess of last year's product, and last year was the banner year up to that time.

I am not going into statistics, but when you remember that Secretary Wilson places the Nation's farm output at \$8,000,000,000, and then realize that Kansas produced nearly one-sixteenth of the total output, you get some idea of the figure our folks cut in the work of piling up the wealth of the Nation.

We have the money, and while only a few of us have the habit of throwing it at the birds, the most of us are spending it for what's good for us.

Only a few weeks ago Kansas railroads were complaining of the car famine on certain lines, because so many grain cars were needed to haul automobiles to farmers who began to buy as soon as crops were assured.

And the farmer isn't mortgaging his home and his next year's income to buy automobiles, either. He buys out of his surplus.

I wish I knew how to awaken the general advertiser to the full appreciation of the value of the trade that is waiting for him in Kansas.

And the beauty of it is: It's so easy to get. There is no other state in the Union that can be so thoroughly and so effectively reached by one daily newspaper as Kansas.

The Topeka Daily Capital, with a circulation in excess of 29,000, not only covers Topeka and its tributary territory, but it has a state-wide circulation going to every Post Office in the state and to every rural route.

You can talk to half a billion dollars through its columns, and it's the sort of money that talks back.

There is trade for you here, Mr. Advertiser, and there's an easy way to get it.

If you are a doubting Thomas I'd like a little heart-to-heart talk with you. Write to me.

Arthur Capper

Publisher.

Topeka, Kansas, Dec. 31, 1908.

Ask for a Capper Bulletin or talk to one of my special representatives:

Branch Offices: New York, 1306 Flatiron Bldg., J. C. Feeley, Mgr.; Chicago, 87 Washington St., J. E. Brown, Mgr.; Kansas City, 401 Century Bldg., S. N. Spotts, Mgr.; Omaha, 1012 N. Y. Life Bldg., W. T. Laing, Mgr.

115267

THE TOPEKA DAILY CAPITAL

"Adam's Renown for Being First"

A million dollars' worth of intelligent *competitive* advertising would not "make a dent" in Ivory Soap's trade.

Brother Post has held the Cereal and Food-Coffee fields against a dozen well directed attacks by competing houses.

The Ostermoor keeps its vantage position in the face of a flock of newcomers.

Because these articles were *first* in their respective fields. Of course the goods are right, the advertising is right, the price is right and the selling plan is right. But the fact that they made the *first success* stamps subsequent advertisers as imitators.

Now, first impressions are pretty well monopolized so far as city people are concerned but the shrewdest advertisers are now turning their attention to the country. Already leaders have made their start.

STANDARD FARM PAPERS SELL SEWING MACHINES

The biggest sewing machine company in the world after a six months' use of standard farm papers, reports finding a new field for their product.

They have their own selling organization and felt they were known by and in touch with the world. But standard farm paper advertising is bringing inquiries from territory they have not as yet even touched and agencies for their goods are now being established in virgin fields.

And this is only one case out of half a hundred general advertisers who are learning that it is *profitable results*, direct or through the dealer, which have given the following papers their title of

Farm Papers of Known Value

The Ohio Farmer	The Wisconsin Agriculturist
The Michigan Farmer	The Indiana Farmer
The Breeder's Gazette	The Farmer, St. Paul
Hoard's Dairyman	Home and Farm, Louisville
Wallace's Farmer	The Dakota Farmer, Aberdeen
The Kansas Farmer	The Oklahoma Farm Journal

Thirty-six per cent. of the people of the Middle West are *farmers*, and 78 per cent. of these farmers own their own farms. For five years they have averaged a yearly income of over \$892.00 each.

Their money does not go, as does the city man's, for rent, meat, vegetables, car fare, theatres, and "throwing a front." Aside from a few dollars for taxes and incidentals, it is a *net* income and is spent for goods that are or can be advertised. And advertisers who are in position to know say that on good goods of average price the farmer offers a more responsive field for the advertiser than the city man.

The farmer can only be reached through standard farm paper advertising. Not 5 per cent. are reached through any one magazine, and not 18 per cent. by all combined.

May we show you what this proposition holds for you? No obligation is incurred by an inquiry, and it may lead to giving you a new light on a profitable field. We publish an interesting quarterly called Standard Farm Paper Advertising, which is devoted to farm conditions. May we send you a copy?

GEO. W. HERBERT
Western Representative
1736 First Nat'l Bank Building, Chicago

WALLACE C. RICHARDSON
Eastern Representative
725 Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVI.

NEW YORK, JAN. 6, 1909.

No. 1.

THE BONANZA STORY OF THE AUTOMOBILE.

ALTHOUGH THE BUSINESS IS ONLY TEN YEARS OLD THERE ARE 525 MANUFACTURERS ENGAGED IN IT WITH AN ANNUAL PRODUCT OF 55,000 CARS—AMERICANS HAVE ALREADY SPENT A QUARTER OF A BILLION IN THE MACHINES—HOW PRESS AGENTISM HAS REDUCED THE VOLUME OF ADVERTISING.

By *J. George Frederick.*

You can't escape them. Walk up Fifth avenue and they are as thick as mosquitoes in a Louisiana bayou. Go down into a dark East side alley, and you'll meet a "honk, honk" as sure as you'll meet a push cart. Flee for relief into the suburbs, and you jump from the frying pan into the fire. In desperation, hie you to the boundless prairies of Kansas, a hundred miles from a railroad, and sit you "far from the madding crowd" under an apple tree in a tranquil rural lane—and, by the shades of Wordsworth! you will be jolted out of your assurance by a honk, a flash of red and a scent of the latest popular perfume—*eau de gasoline!*

Give it up—resign yourself; for there is no oasis or desert or barren waste or mountain height where man's new four-footed companion, the automobile, has not left its trail—in the Arctics, on the Siberian steppes, at the top of Pike's Peak, or on the sands of Death Valley. In the bowels of the earth when "hell freezes over," Old Nick will crank up his Winton Six and challenge his enemies for a cup race on the ice!

Do you realize that the entire automobile business will this

spring celebrate only its tenth anniversary?—that ten short years ago the automobile business was hardly more developed than the air-ship business is to-day? and that the value of the automobiles now in use in this country equals the value of our entire wonderful wheat crop?

A little more than ten years ago no census reporter could have found a single building where autos were exclusively manufactured; yet late in 1900 there were fifty-seven factories, capitalized at \$5,768,857. Autos were selling to the rich pretty much like the proverbial "hot cakes." Gay, restless, wealthy America had at last struck the pleasure supreme—the sensation *par excellence*. Bicycles were thrown on the junk heap—they were too common. Hail to the new king of sport and luxury!

And so the sales went on, while factory additions were hastily built and competition raged until 1905, when the census-takers found that the number of automobile manufacturers had increased to 178, capitalized at \$23,083,860, a gain of almost 500 per cent. in five years!

But the end was not yet! Authentic figures compiled this year are almost startling. There are now about 525 manufacturers in the United States, having a combined capital of \$95,000,000. This does not include the innumerable host of automobile accessory manufacturers, who have a separate capitalization of \$37,000,000.

There were in use on Nov. 1 of this year, throughout the United States, 150,000 autos, with an original valuation of \$245,000,000. The startling thing is that during the past year there were manufactured 55,000 cars, which is more than

one-third of the total number in use to-day! And this with the wolves of panic howling just outside the door!

Such a story of growth as these figures tell has probably no parallel in any business. The automobile industry has undoubtedly been a bonanza. And it is undoubtedly not a mushroom growth, like the bicycle business.

There were reasons, psychological and otherwise, which pre-destined the bicycle business to wither and fade away; but the automobile business has a far more solid grip upon the public. It is not a fad; it is at once a luxury, a sport, and a necessity.

It is an actual economic advance—the horse which it displaces cannot compete with it in any but the sentimental sense. The automobile is the perfect city conveyance; and in the country it is far better than the bicycle in adaptability for personal transportation, and the poor horse stands no chance at all. To the speeded-up desires of the American man the old-fashioned ten or twelve mile leisurely drive with a horse is as tiresome as a stage coach or a merry-go-round. One hundred to three hundred mile trips over a week's-end, with villages whizzing by, and a ceaseless kaleidoscope of scenery—that is the pleasure of the modern restless American—who can afford it.

A typical story of how the manufacture of a particular make of automobile was started is the story of the White Steamer. It is not generally known that the White concern is an outgrowth of the bicycle and sewing machine business of that name. Rowland White, a mechanical engineer, and son of the head of the company that made sewing machines and bicycles, bought an experimental steam vehicle for his personal use. He became so impressed with its possibilities that he set to work to improve it, and by 1899 had succeeded in making a good machine, which he placed on the market the following year with marked success under the guidance of a clever advertising manager—R. V. Johnson.

So generally and indiscriminate-

ly successful has the auto business been in past years that real automobile salesmanship and merchandising date back no more than a couple of years. Advertising has been used by the broadside, with the lavish carelessness of a Castro of Venezuela ordering wine in a Paris café. No other business in the United States buys or gets the volume of publicity which the automobile does. A score of the larger manufacturers keep page ads going all the time in the magazines, and an endless amount of outdoor, newspaper, novelty and every other conceivable kind of advertising is done by the auto manufacturers throughout this country and abroad. Twenty million dollars a year would be a low estimate of the cost of the various forms of publicity used.

Every year at this time two big "automobile shows" are held in New York, and other large centers—one by the Associated Licensed Automobile Manufacturers, and the other by the American Motor Car Manufacturers' Association. At these shows there are on view several hundred exhibits of autos and accessories, and as high as 30,000 people in one day attend them. They cost a heap of money, but they are worth it.

Now the marketing conditions of the automobile business are peculiar, and until a few years ago they had scarcely been sensibly analyzed. Money was spent freely on magazine pages, and other forms of advertising in a desultory way, without much thought of connecting up the sales-force with the advertising so as to perform team work. Agencies had been established and branch offices opened, and expensive selling staffs maintained without letting the right hand know what the left hand did.

But competition, as it rapidly increased, soon taught some lessons. A man from Dubuque, Ia., would answer a magazine ad and the concern would send him a catalogue—as they had done for several years past to inquirers in cities where it had no agents. The Dubuque man wrote to more than one concern, and the one that had a

The First 300,000 of The Second Million

Has been passed, in circulation, by
THE LADIES' HOME JOURNAL,
the January Edition being

One Million And 300,000 Copies

with the entire edition sold to sub-
scribers and newsdealers.

**The Curtis Publishing Company
Philadelphia**

among the best seen among the automobile pages. This is the result of a carefully studied out policy established by its advertising manager, Charles W. Mears.

"In the first place," says Mr. Mears, "we try to be different. We avoid, so far as possible, the use of type or language used in the ordinary automobile advertisement. In the second place, we do not advertise merely for general publicity, but to make an immediate appeal to automobile buyers who are looking for the best car there is. We therefore go into details on points that are supposed to be of interest to a man who is

ning Post in September, nearly every advertising expert who was given an opportunity to pass on the subject said we were using too much type. Nevertheless we inserted the ad as written, and the results from that advertising were greater than we had ever received from a similar expenditure at any previous time.

"This, in a measure, confirms our opinion that the man who is thinking of spending \$3,000 will not only gladly read any information you may give him on the subject of his purchase, but that he actually craves that information."

The Winton people believe in the great future of six-cylinder cars.

Probably nothing better in automobile booklets has been done in years than the White Steamer series of tour books, containing minute directions, maps, and practical information for a dozen tours.

There is another part of the automobile world which is just at present waking up and doing aggressive advertising—electrics. Electric broughams have an especially attractive field, into which gasolene cars do not enter in competition. No chauffeur is necessary for an electric, and a woman can readily operate one. Geographical limitations, however, keep the electric brougham mostly in the west, in flat country, for electrics are not strong climbers. Chicago and St. Louis and other level western points are big markets for these vehicles. The Studebaker and the Baker concerns are conducting aggressive campaigns, and expect to extend their markets very rapidly through carefully considered, concentrated advertising.

To write a story about automobile publicity without devoting attention to the press agent feature, would certainly be like Hamlet with Hamlet omitted. Like tares crowding up thick in a wheat field, the press agent evil has pushed its way forward with all the brazen assurance of a rank weed, until the real wheat of advertising—paid space—has actually been repressed and stunted, in this remarkable field of automobile advertising.



about to invest \$3,000 or more in a motor car.

"We make our facts as definite and explicit as possible. In order to determine whether we have excited interest or not, and also in order to get into direct communication with prospective buyers, we invariably offer in our advertising a booklet dealing with some timely and pertinent phase of automobile buying, brief, to the point, and illustrated. The results from these booklets have been very gratifying.

"We are great believers in copy, and plenty of it, as you may have noticed. When we used our double page spread in the *Saturday Eve-*

No advertising man can for a minute deny the great advertising value of a reading notice saying that Wm. K. Vanderbilt won on the Ormond beach with a Ragout. And from the standpoint of the automobile readers no city editor can get away from the news-necessity of telling the car's name in a big legitimate event. The reeking abuse of press agentism that smells to high heaven, and down in the other direction, too, is the manipulation of legitimate sources of automobile news to manufacture stuff that outdoes the yellowest of the yellow journals in their faking.

Even that is not the worst, for if faking were all, city editors need merely turn the stuff down and blacklist the sender forever; but what makes advertising men worth the name weep salt tears is the use of contracts and advertising patronage to force the rank stuff down the editorial throats.

Why is it that you never find the Fiat or the Packard dealing in this Chinese money of reading notices—with a hole in it and a string to it? And yet during the year just ended the Packard shipped 904 cars as against 624 during the year before—and panic panicking her panickiest!

In his desperate hunt for publicity at charity rates, one manufacturer recently filled his tank with a famous patent medicine, and then drove his car around the streets for ten hours on the power generated from it. Not long ago a manufacturer ran his own machines half way across the continent, contested by no other machine—and then advertised exultingly that he had won a great endurance race!

The vital point about this, however, is that the abuses of press agentism has undeniably affected advertising expenditure in some cases. In one case mentioned by a prominent advertising man, an appropriation of \$125,000 had been made for display advertising by one manufacturer but by the time the press agent had finished with him, and, unfortunately, had given him some proof of his ability to get free publicity, the advertising

appropriation was cut to \$35,000.

It is because of the boomerang effect of free readers used in the past that advertising agents of the better class now refuse to send them out.

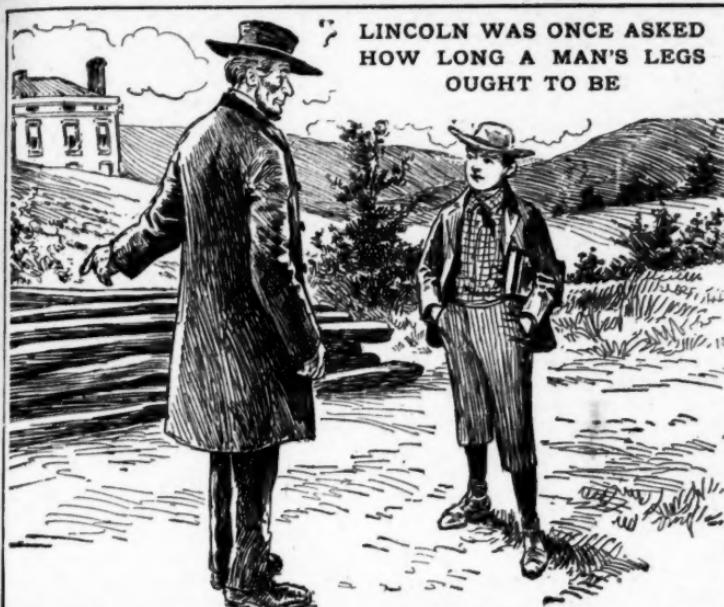
MERCHANT TAILORS PLAN PUBLICITY CAMPAIGN

For two years the merchant tailors of Philadelphia have been seriously considering the advisability of adopting a campaign of publicity in order to protect their interests against the increasing business of the ready-to-wear clothing stores. The inauguration of an aggressive campaign in Chicago spurred them to increased efforts, and at a meeting of the merchant tailors' association of Philadelphia, held at Boothby's Hotel, recently, a committee was appointed to place a campaign in the hands of such an advertising agency as, in its judgment, should be considered the most practical for the purpose.

At this meeting, Richard A. Foley, of the Richard A. Foley Advertising Agency, made an address to the merchant tailors outlining a plan of campaign that might be followed profitably and presenting solutions to many difficulties that have been encountered. Two days later his agency was asked to plan and handle the campaign.

Several thousand dollars have already been raised by subscriptions among the progressive tailors, and when the sum reaches an amount which seems to justify the undertaking of the work of exploitation, large copy will make its appearance in a selected list of newspapers.

It is expected that this will add upwards of \$30,000 a year of new business to the columns of the Philadelphia newspapers, as Mr. Foley plans not only to conduct a general campaign in behalf of merchant tailors, but to bring into the ranks of frequent advertisers a good sized proportion of tailors who could benefit from individual publicity.



"LINCOLN WAS ONCE ASKED
HOW LONG A MAN'S LEGS
OUGHT TO BE

LAST OPPORTUNITY and soon will be **A LOST OPPORTUNITY** to advertise in
THE WASHINGTON-LINCOLN COMFORT—February Number

if you don't send in your order and copy at once.

Need we remind you?

That the people never tire of reading about Washington and Lincoln; That the approaching and much talked of centennial anniversary of the birth of Abraham Lincoln has aroused unusual popular interest in everything pertaining to Lincoln;

That our subscribers are looking with keen expectancy for the good things which we have promised to give them in our great **Special Washington and Lincoln Memorial COMFORT, Facts, Anecdotes, Fiction about Washington and Lincoln, and War Songs, Music, Illustrations.**

That Washington-Lincoln **COMFORT** will be a large mid-winter Number, a large edition, reaching a large number of new subscribers, which all conspire to bring large returns to advertisers.

In derision of Lincoln's **awkwardly long legs he was asked how long a man's legs ought to be.** To which he humorously replied, that he thought they ought to be long enough to reach the ground.

This, like most of Lincoln's witticisms, is susceptible of an allegorical meaning which has been applied to him.

High as were his purposes, great as were his deeds, gigantic as were his intellect and exalted as were his ideals, his **genius** was never flighty or erratic; his spiritual legs always reached the ground of common sense and common understanding whereon he walked humbly with the "plain people," their unquestioned leader.

COMFORT'S legs are long and ever in touch with the ground of popular interests and sympathies common to the "plain people," whose love, confidence and respect it has to a degree possessed by no other mail order monthly.

COMFORT with its **seven-league boots** each month covers the ground from **Maine to California**, from **Florida to Alaska**, stopping to deliver its welcome message of good cheer to **one or more homes at every cross-road.**

Take no chance of missing such an exceptionally good thing in the advertising line.

Order space and send in your copy, now.

February forms will close without fail January 15th, and if you are not in before that it will be

YOUR LOST OPPORTUNITY.

Send through any reliable agency, or direct to

W. H. GANNETT, Publisher, Inc., AUGUSTA, MAINE

New York Office: 1105 Flatiron Bldg.
Walter R. Jenkins, Jr., Representative.

Chicago Office: 1635 Marquette Bldg.
Frank H. Thomas, Representative.

WHEREIN THE JOBBERS ARE SHORT-SIGHTED.

There are jobbers who take little or no stock in the manufacturer's advertising, believing that they could and would sell as much of the advertised goods if such goods were not advertised and the profit to them were larger. They take this stand on well-known, popular, free-selling merchandise—free-selling by reason of the advertising.

The jobbers reason, and quite correctly, that money makes the mare go. In applying it to themselves, they say, "Pay us and we will haul and push." But as a matter of fact, they won't. Approach the jobber with a newly advertised brand and offer him the work of hauling and pushing, and he will shy.

If the jobber took advantage of his position, he could turn large profits his way, as a local distributor of advertised goods, for which the retailer has demand.

Jobbers overlook the fact that the value established for merchandise known everywhere by name and trade-mark is due to the manufacturers' investment of large sums of money to create a demand that moves the jobber's stock practically without the jobber's help. Most jobbers are only subconscious of the fact that advertised goods are an essential part of their business. They do not ignore advertised goods, but they carry as few advertised articles and as little stock of each as possible. They will take hold only when they can no longer resist without loss in other direction. The advertised goods most jobbers sell they sell in spite of themselves. Often jobbers will instruct their salesmen not to offer the advertised articles—not to show them. They are allowed to take orders when the retailer says, "I want Blank's socks or suspenders." Then, and then only, do the jobbers reluctantly take the orders if they have the goods.

In spite of the contentions of the jobber that larger profits and no advertising would suit them best, a large percentage of the

seven hundred-odd jobbers of men's furnishing goods disclose a flagrant inconsistency. I have called on jobbers in every large jobbing city in the United States,—from Coast to Coast and from Duluth to the Gulf—with merchandise they needed to reckon with and with newly advertised merchandise.

Most jobbers are not inclined to introduce newly advertised goods. Of the newly advertised branded article on which the profit is good but the demand not yet widespread or insistent, they say, "We cannot afford to spend time pushing your goods. Our salesmen have too many items to handle, they can't talk your stuff. As soon as there's a demand for your goods we'll gladly take hold." Such contentions are many,—and are made by the same buyers who lay claim to the ability to sell as much of the goods made free-selling by advertising, as if there were no advertising done and the profit to them were larger.

The jobbers want Demand and Big Profits. They are not entitled to both, by reason of their attitude towards advertised goods. They fill orders if they carry the brand—they will supply what they can from the small stocks they carry—but they will not give advertised merchandise equal chance with other goods. And as they sail close, most with but a few numbers or a few dozens, they leave unfilled parts of many orders, without concern.

As for Big Profit—if the jobber would, on the introduction of newly advertised branded goods, show a willingness to work with the manufacturer, the manufacturer would, in appreciation of the jobber's help, and co-operation, keep the price of his product at the original figure, or but slightly raise it as the footing became surer, and the profit to the jobber would be good. The manufacturer jacks up the price only when he finds that the jobber no longer can ignore his goods, and does so because of the jobber having burdened him with the entire work of marketing his merchandise. With the jobber's co-operation from the

rs of close a have large States, from mer- reckon terested

ned to goods. anded is good wide- "We push- esmen handle, As your hold." —and es who sell as self-sell- were profit

d and entitled titude. They brand y can carry— rtised with sail num- leave orders,

obber new- show in the tacter the job- keep at the raise surer, would jacks finds in ign- to be bur- rnk of With in the

outset, there would have been little or no jacking-up of price, at the expense of the jobber's profit.

When the manufacturer fixes a price that allows the jobber 15 per cent or thereabouts, depend upon it, it's the jobber's fault—he fought the handling of the goods until he could no longer entirely ignore them. And at that stage of the game the manufacturer is justly entitled to the compensation he demands, even tho it mean only 15 per cent. to the jobber and large profit to himself.

If the jobber wants a long profit and wants that long profit to remain on the goods as the sale grows, it is only fair that the manufacturer should look for and receive the jobber's co-operation. If the jobber backaps and handicaps the same as much as he can, he has himself to blame when the price rises as the sale increases.

There are jobbers who make it their business to get out of advertised goods all there is in them, by selling as much of the advertised goods as they possibly can. They are comparatively few in number. There are jobbers who straddle and play the advertised goods in a mild way, getting only as much as they play for. It is simply a case of some jobbers playing with dimes and others with dollars, each getting what they play for.

— JULIUS KLAUSNER.

In a decision of the New York Supreme Court recently handed down in the suit of the Fifth Avenue Coach Company vs. the City of New York to compel the latter to allow it to display advertising signs on its coaches the court held that out of place, disagreeable and offensive though they are, both to civic pride and aesthetic taste, the ultimate fact remains that no authority now exists which will justify the legal conclusion that the signs constitute a nuisance. The law makers at Albany should get busy this winter.

Herbert S. Houston, publisher of *World's Work*, recently gave an address on magazine advertising before the Bedford Y. M. C. A. class in advertising, in Brooklyn.

Trenton, N. J., is planning a municipal advertising campaign for the purpose of letting the people of the United States know of its advantages for business and a place of residence. The first appropriation of \$1,000 will probably be made at the next session of the Common Council.

The Chicago Record - Herald

is the medium for hotel and resort advertising in Chicago and the middle west, carrying more of this class of advertising than any other paper in this locality.

In 1908 the Chicago Record-Herald gained in hotel and resort advertising more than

91,000 Lines

over the previous year, carrying a total in excess of

209,000 Lines

Sunday, December 27th, the Record-Herald printed more than

18,000 Lines

of hotel and resort advertising. This is the largest amount of such advertising ever published in any one edition of any paper.

The Chicago Record - Herald

New York Office
437 Fifth Avenue

Local Advertisers Are Excellent Judges

They pick the best advertising medium for their announcements. Send for a copy of the Janesville (Wis.) Gazette any day and secure full proof of their preference. This field of plentiful money in Southern Wisconsin is as open to you as to the local advertiser. Million and a half in cash sugar beet and tobacco money now being distributed. Ask all about the Janesville (Wis.) Gazette.

M. C. WATSON, 34 W. 33rd St., New York City
A. W. ALLEN, 1502 Tribune Bldg., Chicago, Ill.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 160,000 or more German Families consume that you reach by advertising with us. Rate, 2c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

ON HELPING THE OTHER FELLOW

By H. S. Snyder,
Advertising Manager, Joseph Dixon
Crucible Co.

Taxation without representation is a violation of right principally—George III, of England, to the contrary notwithstanding. And so we reason inversely that representation without taxation is also wrong. I say we "reason"; I should say we take it for granted. And so we have our text.

In advertising there is no such thing as taxation without representation, or more properly, it cannot exist except by permission of the "taxee." But there are constantly recurring opportunities for representation without taxation. A concern installs a new engine and finds it efficient, economical and thoroughly satisfactory. "May we use your name?" asks the engine-maker, and the user gently but firmly answers, "No."

Now reasons of policy are allowed for and excluded. If the engine buyer makes engine packings he may not wish to antagonize other engine makers by having his selection advertised. Valid reasons of any nature justify his withholding approval. But in many cases no valid reason exists, unless worm-eaten conservatism he considered valid.

Naturally an advertiser will not advertise his competitors; no one could reasonably expect this. But if he can help along another advertiser in a non-competitive line, why not do so? Certainly a dash of altruism will do him no injury. It seems reasonable to suppose that, broadly considered, any advertising helps all advertising.

Then there is a somewhat different phase to consider in the attitude of the advertiser who declines to mention the names of any customers when such customers would gladly give their consent. "We won't give these people any free advertising," says this type of advertiser. One might suppose that dire results would follow if the free advertising did really do some good. Many times the mentioning of "real names" (to quote our friend, the *Traveling*

Salesman) would add strength. As near as I can understand it; psychology says that the more definite and complete the mental image, the stronger the impression.

A recent ad of the Chalmers-Detroit Motor Co. contained the following:

Our four cylinders are cast together to secure perfect alignment, lightness, compactness; to leave more room for the tonneau. So are the cylinders in the latest Fiat, Mors and Hotchkiss.

We use the Unit Power Plant to insure perfect alignment. So do the Deauville, the new Hispano-Suiza and the Motobloc.

Our body is suspended between the axles for easy riding. So in the Mercedes.

We use the $\frac{3}{4}$ elliptic springs like the Renault. The multiple disc clutch, like the Isotta and Fiat. Valves like the New Napier.

While the cars mentioned are foreign and higher priced, they must be broadly considered competitive. The Chalmers Co. might have said: "We have the good features found in all the high-priced foreign cars"—and thus have diluted their statement about 99.44-100 per cent. Not only did they gain the strength that only definiteness possesses, not only did they array the authorities of widest experience and greatest prestige, but they put their statement in such unequivocal form as to enable those interested to easily verify its truth. This must have increased the reader's confidence in the advertiser. And then the refreshing novelty of it!

In the field of literature—the "legitimate," so to speak, as opposed to advertising literature—advertised goods are winning a place. The *Philistine* has given considerable space to a number of national advertisers: National Cash Register, International Correspondence Schools, Jones Dairy Farm and others. These have been serious and interesting considerations written in the only original *Fra Elbertus* style.

In a clever little story by Robert Barr, entitled "The Watermead Affair," one of his characters drives a "Hardpan" car. O Henry has his typewriting heroine of a recent "New Manhattan Night's" tale occupy a "sanctum

Remingtorium." In the same story he also mentions the "Smith-Prem."

At the theatre we frequently hear advertising catch-lines and references to advertised goods.

The cartoonist has taken advertisements and advertising characters and adapted them to his purposes.

Dropping into a moving picture show the other evening the writer heard the inseparable balladist render "Oh, You Kid" and noted the song includes a reference to Huyler. Readers can probably multiply instances of like kind from their own experiences.

Of course these adaptations of advertisements, advertisers and advertised articles are largely facetious. But note their value in giving point to the story in which they occur—they add realism, they give definition. They appeal through a channel already existing and thus the appeal is easily and quickly comprehended.

Isn't there a little more opportunity for the advertiser to help himself by coming occasionally into the limelight with his fellow advertiser? "To have a friend, be one," says Thoreau. Probably that's why the friendly spirit is not obtrusively in evidence in advertising.

Des Moines, Ia., has a Justice of the Peace of the right sort in the person of Ed. Frisk. He has just assumed office and one of the first things he did was to use a quarter of a column advertisement in the local papers in which he gave the names of twenty-seven couples and announced that he was not only willing to marry them free of charge but would in each case present the groom a box of cigars and the bride a bouquet of American Beauty roses and give the wedded pair an automobile ride over the city. Ed's generous offer ought to bring on an epidemic of matrimony in Des Moines.

Hugh Graham, who has just retired from the active control of the Montreal *Star*, has been made a knight by King Edward.

W. L. Harris has been elected president, and W. W. Heffelfinger vice-president of the Minneapolis Publicity Club.

Keep Tab

How long does the ordinary guide card last? In most cases the file is no sooner complete than the guides have to be replaced.

Celluloid Tipped Guides

protect the top of the tab where the wear comes and will outwear six sets of ordinary guides. Never crack or curl—all colors—all sizes.

Ask your dealer or write direct for samples.

**STANDARD INDEX CARD CO.,
701-709 Arch St., Philada., Pa.**

Modern Methods First

The Burrough's Adding Machine Company recently put through a big advertising campaign and employed a large force of clerks to tabulate the returns.

The compilation of returns from the so-called business magazines shows MODERN METHODS, Detroit, Mich., first both as to number of replies and percentage from rated concerns, System and Bookkeeper about even.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office: KNICKERBOCKER THEATRE BUILDING, New York City.

AMERICAN MEDICAL DIRECTORY SECOND EDITION—1909.

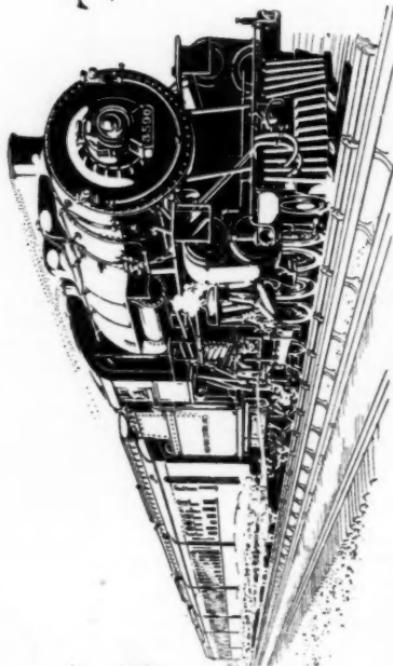
The official register of legally qualified Physicians, Medical Colleges, Hospitals, Sanatoria, Health Resorts and Membership roster of County, State and National Societies, etc. Send for descriptive circular.

AMERICAN MEDICAL ASS'N,
103 Dearborn Ave., Chicago, Ill.

The Ethridge Special Messenger

BETWEEN
New York
AND
All Points
IN

The North
and
Middle
West



THE TWENTIETH CENTURY LIMITED

U, by the Twentieth Century Limited and bearing a special delivery stamp
are insured DELIVERY AT OUR CUSTOMERS' OFFICES as per the

THE TWENTIETH CENTURY LIMITED

U, by the Twentieth Century Limited and bearing a special delivery stamp are insured DELIVERY AT OUR CUSTOMERS' OFFICES as per the following schedule:

Leave New York—

At 3:30 P. M. One Day, delivered SYRACUSE same evening

" " " ROCHESTER same night

" " " BUFFALO same night

" " " CLEVELAND 8 o'clock next morning

" " " TOLEDO 8 o'clock next morning

" " " DETROIT 8 o'clock next morning

" " " CHICAGO 9:30 next morning

" " " CINCINNATI 9:30 next morning

" " " INDIANAPOLIS 11 o'clock next morning

" " " ST. LOUIS 5 o'clock next afternoon

Similar time-saving advantages from these points to our New York office. Open Day and Night

The Ethridge Co.

41 UNION SQUARE, N. Y. CITY
TELEPHONES: 4847-4848 STUYVESANT

The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

Cousin Henry looked through the magazines for two solid hours the other night trying to find something that wasn't advertised as "an ideal Christmas gift." He finally found two—Peter Moller's Cod Liver Oil and Hunyadi Water. Probably an oversight.

* * *

Here is the holiday newspaper advertisement of one Collins, of West 33rd street. The text makes it fair to assume that Mr. Collins sells everything suitable for gift purposes, from automobiles to cuff buttons. The border design sug-



gests fans, flowers and picture frames, with a faint odor of all vegetables in season. I have never before heard of Mr. Collins. A number of people of weight and worth, being besought for information, deny any knowledge of Mr. Collins or his works—some with unnecessary violence of expression.

Probably the reply of Mr. Collins would be that the class whose custom he seeks know him so well that a mere word, the crooking of a finger or the significant curvature of an eyebrow will bring 'em around in droves. If such is the case, why doesn't Mr. Collins send a boy to tell them that he wants to see them for a minute, and save the money he spends in reaching us common people who never heard of him?

The claim made in this Dubonnet advertisement is a trifle sweepingly. "Everybody from Baby to

EVERYBODY DRINKS



FROM BABY TO GRANDFATHER

DUBONNET

THE GREAT FRENCH APPÉTIZER

*To be had at all Clubs, Hotels,
Cafés, Restaurants and Bars
throughout the United States.*

BEWARE OF IMITATIONS

Grandfather" covers too many of us. Observation amply proves that Baby needs no spurs to accelerate his wild plunge for the fountain of sustenance, the household problem is to keep brother Willie's appetite down instead of up, and Grandpa seems to be more than satisfied with that mysterious black bottle in the kitchen closet. Maybe some of us would take kindly to a little Dubonnet now and then if we knew what it was, how it tasted and what it would do for or to us. But this advertiser is so busy claiming the universe that he hasn't time to give us any facts of value or interest.

* * *

You don't need to travel far in the wake of the setting sun to discover that most people in the vast waist and middle of our country spend their waking hours in wearing out Hamilton, Brown Shoe Co. footwear. This great concern is one of the prides of St. Louis, and the shoes it makes are as the sands of the seashore. They must

be good shoes, and Hamilton, Brown Shoe Co. must be the strictly fresh creamery article when it comes to men and methods, if the traveler may believe half he hears.

Hamilton, Brown Shoe Co. advertising has never been copious enough to raise the price of ink, but of late years it has steadily

most conspicuous feature of the text of this remarkable advertisement shows that the Hamilton, Brown Choe Co. St. Louis shipments fell off \$492,148.15 in 1908! That's going some, but on the face of it a toboggan would seem to be a more appropriate illustration for the ad than an automobile is. Does anybody really suppose that a thing of this kind will sell shoes?

* * *

It cost \$500.00 to place this Toasted Corn Flake page in the magazine from which I clipped it. Doubtless it appears in many others whose space is more or less expensive.

There is nothing about it to show what it advertises except the name on the package. It makes no appeal to any class of people except small boys who climb cornstalks and goodnatured but glutinous giants. It offers no tempta-

Watch us!
We speed head on Quality Hill
To speed head on Quality Hill

American Gentleman Shoe
American Lady Shoe

Shippensburg, 1907 - - - - - \$10,000,000
Shippensburg, 1908 - - - - - 11,000,000
Loss for Year - - - - - 1,000,000

St. Louis
American Gentleman
Raynor Rubber

Boston
Boston and
Raynor Rubber

The Quality Keeps Us Up—Because "We Keep The Quality Up"

increased in volume, with special reference to the American Gentleman and the American Lady shoes. It is but the plain truth to say that most of this advertising has been a source of grief to the discerning. It has been the ripe and perfect embodiment of all known crudities and inanities. It seems clearly to indicate that still one more great concern is determined to spend fortunes in doing all over again the things that have been done so many, many times—and have invariably proved so futile and hopelessly unprofitable.

If this criticism sounds harsh, regard, if you please, a miniature reproduction of a full page Hamilton, Brown Shoe Co. newspaper ad which made its appearance Dec. 14th. The entire upper half of this expensive page is given up to a picture of an automobile race which looks as if it were constructed by a tar roofer, as an innocent lunch-hour diversion. It doesn't say anything, or mean anything, or prove anything. And the



tion to the sense of taste or any other sense. It suggests no consideration of good health or good living. It has nothing to say of quality. It quotes no price—hence it does not even make an appeal to the pocketbook.

It is not informing, or argumentative, or convincing, or sensible, or interesting, or clever—or even funny. If any man can say that it is any of these, I wish he

would jump right in and prove it. Is this the way to sell us the foods for our tables? Does Mother Goose set the highest standard of advertising? Is a prod in the ribs from an obese thumb the strongest argument that we are capable of grasping? Have we reached that stage of advertising senility when we are "pleased with a rattle; tickled with a straw?"

If such is the case—if we really can be induced to put things into our stomachs to which we are introduced by the sloppy pleasantries of the kindergarten—then is our mental condition sad indeed. It would be interesting to have the opinions of those food manufacturers who advertise their products by means of sober appeals to our good judgment as reasonable and reasoning creatures.

* * *

The man who linked beer and Milwaukee together with the bonds that won't come off did a very clever thing, but the gibbering offspring of his thought must make his nights hideous. The latest is "the ginger ale that made Belfast a household word." Poor old Belfast! If she has heard of this outrage her favorite household word must begin with a cap D. Other cities would do well to fly to the courts for injunctions, or we may yet have the soap that put Cincinnati on the map and the pickles that made Pittsburg perceptible.

The only respectable child of the Milwaukee idea made its appearance in Jersey some time ago when a local brewer advertised "the beer that made Milwaukee jealous." That man had a real sense of humor.

♦ ♦ ♦

The Ohio Farmer has issued a booklet of sixty pages entitled "1,000 Tests and the Results," in which, appropriately grouped and classified, are given unsolicited testimonials from a thousand advertisers who have used the publication to get business.

Field and Stream showed an increase in advertising in December, 1908, of 47.3 per cent. over the same month of the previous year.

THE SPECIFIC ADVERTISING APPROPRIATION.

By H. M. Davis,
Advertising Manager Sprague
Electric Co.

In any line of effort, a definite plan of action is more successful than an indefinite one, and the problem of publicity is no exception.

In the battle for industrial supremacy, guerrilla warfare may startle the enemy at times, but the captain of industry wins his laurels by a plan of action intelligently carried out.

Imagine a battle being fought and the soldiers, after firing a volley at the enemy should lay down their weapons and go to sleep. A battle cannot be won unless fought in earnest, and to be in earnest you should know what the enemy is doing and where he stands. Then to keep the battle-waging a plan of action is necessary.

Start your plan several months before your contracts begin. The more time and study you can give to it, without procrastinating, the better you can handle it.

Determine the fields you wish to reach. This requires a knowledge of where your products can be sold. It is worse than useless to advertise in fields where you can obtain no customers.

Study the mediums which most effectively cover those fields. The publisher's statement that his publication is necessary for the success of your business should not swerve you from investigating all the mediums that represent any one field.

To-day, advertisers demand some proof of the fitness of the medium before making a contract.

Decide upon the amount of space required to properly place your announcement before your possible customers. Large space is desirable but not always possible.

Figure out the amount of money required and then take your schedule to the executive officers of your company and get your appropriation—or as much of it as you can.

There should, of course, be a certain sum over and above the amount required for the contracts to provide for emergencies. Some call it a contingent fund. Even a definite plan must have some elasticity.

This method of getting and spending an appropriation enables you to plan your work. It relieves you of many unnecessary and annoying interviews. It enables you to turn down gracefully the solicitor. It gives you more time for preparing and watching results with an eye to improving the service.

And above all it increases the efficiency of the advertising department.

LIBERAL PUBLICITY WILL DOUBLE PROFITS.

William W. Thompson, mayor of Kalamazoo, made the principal address at a recent meeting of the Buffalo Ad Club. He told "A Manufacturers' Advertising Experience." He declared his unlimited faith in advertising, expressing his opinion that liberal publicity will double profits. Mr. Thompson said in part:

"Advertise in your local newspapers. There is nothing in your city which can help you more to business success than the daily newspaper. I ask you men how many of you would stay in Buffalo if the newspapers were to stop publication? Some of my friends think I am crazy on advertising because I don't care how much the advertising bills are when I know that they bring me more business.

"I have discovered that we can raise money at the bank on the name we have built up through advertising. The bankers don't care much about the plant we have, but I have had them offer me money because of the reputation made by the use of printers' ink.

"Don't write an ad as if it had been gotten up by the elevator boy. If you can't write one yourself pay a good price to have it written, and don't forget the personal element in it."

THE STANDARD PAPER FOR BUSINESS STATIONERY—"LOOK FOR THE WATER-MARK"

In the social world, if you are not happy, the next best thing is to seem happy. Nobody wants your gloom. In the business world, you may substitute the word, prosperous.

OLD HAMPSHIRE BOND

for any business letter, seems like prosperity.

The seeming often brings the reality. *It has the elegance that is substantial and modest.*

That it pays always to use OLD HAMPSHIRE BOND for commercial stationery is the testimony of prudent business men. Prove this for yourself—let us give you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND.

Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively

SOUTH HADLEY FALLS MASSACHUSETTS



"MADE A LITTLE BETTER THAN SEEMS NECESSARY"—"LOOK FOR THE WATER-MARK"

A Paper's Policy

*From December 17th issue of the
weekly St. Louis Mirror, published
by Wm. Marion Reedy*

An appreciation of the Daily and Sunday ST. LOUIS STAR AND CHRONICLE

Since the purchase, some months ago, of the *St. Louis Star and Chronicle*, by Mr. E. G. Lewis, many people have studiously observed that paper daily with a view to discovering what startling thing its new proprietor—known for a man of unique daring originality—was or is going to do with the publication. Many people don't see even yet what Mr. Lewis has done. They don't see it, because they have been, and are, looking for something sensational.

That's the point. The *Star and Chronicle* is not and will not be sensational. That is the sensation that Mr. Lewis sprung on the readers the *Star-Chronicle* had before his purchase of the property.

The paper is improved in appearance at least one thousand per cent over what it was before the Lewis regime. It has the aspect of a sound conservative paper. There isn't a "scream" in it, anywhere. The headlines are of proportions pleasing, not affrighting. The articles under them are agreeably written and put into type that influences the reader with the idea that the matter has been prepared with some deliberation. The subject matter is not of the feather-headed or the frantic variety. There is no "loony" news. Whatever appears in the *Star and Chronicle* is good, substantial matter; no padding, no distortion of facts for effects.

This is an absolutely new policy and method in St. Louis journalism. It is a method involving the utmost care in gathering and in editing the news. There is no

printing of unsubstantiated stories and no taking of simple stories of news and dressing them up to secure highly colored so-called heart-interest. The paper has all the news, but all the news is given at its true value. None of it is "played up" to bolster up some special cause or crusade in which the paper is engaged. Especially the paper is notable for the care it takes to avoid the exploitation of sex-interest in the news. The stories or items are written without effort at "fine writin'." The political news is absolutely without prejudice for one cause or another. The facts are presented as facts, and the reader may draw his own conclusions. The departments of the paper are edited with intelligence and taste. The woman's department is especially to be commended for the commonsense displayed therein, while in household matters the *Star and Chronicle* is a real help in both the aesthetics and economics of housekeeping.

The *Star and Chronicle* is stamped with a serious purpose throughout, though this is not to say that the lighter vein is ignored or debarred from its scheme. The simple fact is that the Lewis idea in the conduct of the paper is to give the news as uncontaminated by any influence as possible, to make the paper agreeable without extravagance and exaggeration, and to make the departments really helpful to the people to whom they are addressed.

Editorially the *Star and Chronicle* is always simple in its presentation of opinions. It treats all sub-

jects deserving of comment in a spirit of fairness. It does not indulge in denunciation or vituperation, and its editorials are as clean in logic as its news columns are clean of scandal. The editorials are written from the standpoint of public interest. There is no class or party bias to induce irregular or false conclusions on the part of the reader. The note of the editorials in the *Star and Chronicle* is that of common sense, and the man in the street car can read and understand them. There are no hidden influences behind them. They are frank, fair, open-and-above-board and withal written in a pleasing style.

So, when it is all said, and we come to summarize our conception of the *Star and Chronicle*, as conducted under Mr. Lewis' auspices, our conclusion is that it is a paper with one purpose—to enlighten and not to deceive or excite the people. It is not published for the elements in life that crave for extreme emphasis and high seasoning in news. As Mr. Lewis himself puts it: "The *Star and Chronicle* is a paper for the home exclusively. There is nothing in it which any member of the family could blush to read." Add to this that the paper has a pretty appearance because its advertisements are subordinated to the reading matter, and that the news is presented in such arrangement as is most natural and easy to the reader searching for the matter of special interest to him or her and you have the whole story of the sensation that Mr. Lewis has sprung on the St. Louis public—the utter absence of the sensational, even in its Sunday edition.

Sunday editions seem usually to be concocted in asylums for the insane, made up of about por-

tions of freak and fake. The *Star and Chronicle's* Sunday paper is made up of interesting matter rationally set forth and even if it has a "comic section," that section is not so reprehensible as most others the reader is apt to encounter.

It is good to know that the Lewis management in the policy adopted is finding out that the other sort of thing is "what the people want." The circulation of the *Star and Chronicle* is growing daily. It is growing just where Mr. Lewis calculated it would grow—in the homes, where it is delivered by an extensive distribution system of carriers. Its sales upon the streets are growing larger day by day, notwithstanding its repression of the sensational. It wastes no valuable space in outlandish displays of headlines. It doesn't spread an item all over the front page when the news can be put into a column. It has a growing following, where before the advent of Mr. Lewis and his carefully selected staff, the paper's chief appeal was to the sporting element. It does not ignore, yet neither does it exaggerate sport, but it does specialize in the completeness of its news of the markets and financial affairs. The solid citizen begins to show a preference for it, and women are seen reading it more frequently in the street cars than any other paper.

The *Star and Chronicle* has made good Mr. Lewis' salutatory promises. It is a clean paper and a clever one. It is a *news* paper, not a printed shriek. It is addressed to the intelligence rather than to the passion or curiosity-appetite of the public. It is reliable and it is, as a whole, the sort of paper that has long been sought by the people who don't care for hesperian frenzies, erraticism and erotics.

Ask your St. Louis friends what they think of the "STAR" as a Lewis Publication

PUTTING AN OLD PRODUCT TO NEW USES.

REMARKABLE STORY OF THE SUDDEN
RISE TO POPULARITY OF PORTLAND
CEMENT, AN ARTICLE THAT WAS
NEVER ADVERTISED UNTIL WITHIN
A FEW YEARS—SCHEMES THAT
ARE BEING EMPLOYED TO INCREASE
ITS PRESENT CONSUMPTION OF
50,000,000 BARRELS.

By Joseph Eldridge Esray.

Portland cement was known to those wonderful old fellows, the Phoenicians, who invented the alphabet and are, therefore, entitled to a passing tribute from a journal devoted to advertising. Until about twenty years ago most of the Portland cement used in this country was imported, but now the American output is 50,000,000 barrels a year and the imports probably not over 50,000 barrels.

Because this material is used to make an astonishing variety of things, from a headstone to a skyscraper, it opens up a new field for advertising enterprise. Thus far the field has not been extensively cultivated, and most of the advertising has been of a conservative, jog trot character and has appeared in trade papers.

Following the excellent example of the manufacturers of automobiles, the makers of Portland cement have begun to advertise their product by means of expositions. Two cement shows will be held early in 1909. One of them will be held from January 11-16 in Cleveland in connection with the fifth yearly convention of the National Association of Cement Users. The exhibit will be held in the Armory. On the main floor it is planned to have about 150 booths in which recent cement products and machinery will be displayed. If necessary some of the space in the gallery will be apportioned among exhibits. The committee on art and architecture has asked exhibitors to send photographs in color of structures and manufacturing operations. The best pictures will be used as illustrations in the printed official report of the convention.

The second show under the management of the Cement Products Exhibition Company, with which many leaders of the trade are associated, will take place in the Coliseum, Chicago from Feb. 19 to 24.

The Edison Portland Cement Company, whose plant is located in New Village, N. J., has broadened the scope of its publicity-seeking so as to take in a list of daily newspapers which will probably be increased soon. Many people who associate Thomas Alva Edison with such spectacular inventions as the telephone, the electric light and the phonograph may be surprised to learn that he has worked at rock-crushing and grinding machinery off and on since the early eighties.

F. B. Marsh, the advertising manager, told a representative of PRINTERS' INK of the company's ways of getting customers. Mr. Marsh knows the cement business in all its technical and commercial details and he is an enthusiast on the subject of Edison Portland cement.

"We base our claims," said Mr. Marsh, "upon the fineness, uniformity, color, and sand carrying capacity of our product."

A sieve with a mesh close enough to bar the passage of flame and water furnishes one of the strongest arguments in the advertising of the company. In the cement trade this sieve is known as a standard 200 mesh. It is said that when tests of the Edison cement are made with it only 15 per cent. of the gray powder fails to get through, while tests with other cements are reported to show a residue of from 23 to 24.5 per cent. This test makes good advertising timber because high engineering authorities say that the more finely Portland cement is ground the stronger it is. The official standard allows a residue of twenty-five per cent.

Mr. Marsh continued:

"Long ago Mr. Edison became convinced that the more finely you grind cement, the better it will be, and to this end, he invented great rolls that grind the material over and over until it is

the
Prod-
with
trade
ce in
Feb.

ment
reated
oad-
city-
st of
robs-
Many
Alva
in-
the
raph
t he
and
on

ing
e of
ny's
Mr.
ness
cial
on
and

Mr.
ini-
ing

ose
of
ad-
the
own
is
son
15
nils
with
to
4.5
od
gh
at
ent
he
ue

ne
ly
it
n-
he
is

the
burned in rotary kilns.

"Another argument in our advertising is that Edison cement is uniform in quality. It all comes from one place, whereas the product of other companies claiming to have large plants, comes from many widely separated localities, and it is impossible to secure anything like uniformity of color.

"To impress the public with the superiority of our cement, we use for one thing a list of farm papers. We find that the farmer, desirous of improving his equipment by the erection of buildings that are strong, handsome, durable and cheap, takes kindly to cement construction if the arguments in favor of it are placed clearly and vigorously before him. As cement is used more and more extensively every year in making bridges, viaducts, dams, sewers, docks, sea-walls and buildings, big and little, for almost every purpose, we take space in publications read by architects, engineers, contractors, and builders.

"In our trade paper advertisements we never use the same piece of copy twice. The line of argument is, of course, always adapted to the class of people we desire to reach.

"Our appeal to the public in general is at present made through a list of one hundred daily newspapers located in different parts of the country. We have not yet gone into cities of the first class.

"Our newspaper copy measures five inches across two columns and each advertisement includes our trade mark which appears on our sacks and barrels and with which naturally we want the public to be familiar. We have a series of fifteen newspaper ads which are run in rotation. Their immediate purpose is to send consumers to the local dealer. We give the local man all the help we can. We furnish him at frequent intervals for distribution attractive and convincing folders, etc.

"One folder we put out contains a list of important buildings and large public works in the building of which the Edison Portland Cement has been employed. Accom-

panying this list is another giving the names of builders and contractors who use it."

A little five-page circular to be slipped into an envelope bears on one side a picture of the Bernard Gloekler Building, Pittsburg, which is made of reinforced concrete. On the other side are some facts and figures about this skyscraper. Above the cut of the building is the line "We Have Many Others." A six-page folder, entitled "The Secret of Success," tells how the Edison Portland cement is made and emphasizes the argument of the 200-mesh sieve. But one brand of this cement is made, and one of the advertisements says that "the little Italian around the corner gets the same uniform high quality as the United States government or the large engineer in concerns who test every car."

The Edison Portland Cement Company's catalogue of 64 pages, held together by silk cord, is handsome enough to put on the parlor table. In it are numerous half-tone cuts, beginning with a fine portrait of Mr. Edison. Some of them show various processes in the manufacture of the cement, and others are views of notable buildings in which this material is used. A new edition of the catalogue now on the press will contain pictures of several public works, including the Bronx Storm Relief tunnel sewer, New York, the largest construction of its kind, in the building of which 30,000 cubic yards of the cement were used.

Mr. Marsh said that the company would probably increase the list of newspapers carrying its advertising early in 1909, and might also go into the magazines. The advertising is placed through the George Batten Company, New York.

The materials for making Portland cement are so widely scattered and so abundant that no cement trust exists and none is likely to. Scores of companies are engaged in pretty lively competition and that circumstance alone should promote liberal advertising. The National Association of Cement Users is the nearest approach

in the trade to anything like a trust, but is far from being one, since it seeks neither to fix prices, nor to limit production. Its headquarters are in the Harrison Building, Philadelphia, and it has an office in the Flatiron Building in New York, of which Albert Moyer, the secretary, is in charge. Many of the leading manufacturers are members of the association and one of their purposes is to promote the use of Portland cement in general without reference to any individual interest. Details of a scheme for educating the public to a greater use of Portland cement have not yet been worked out.

A common objection to the advertising of Portland cement might be formulated thus:

A man who is about to build a house does not personally buy the materials for it. He leaves that to the architect and to the various contractors on the job. Suppose he were to say to them: "I want so and so's cement, and I shall not be satisfied with any other." How can be know that his wishes are carried out and what, therefore, is the use of addressing advertisements to him?

The answer is that a man who is building a house is pretty likely to watch the job closely. If he does not watch it his wife will. A great quantity of cement is necessary to build a house and as all the sacks and barrels in which it is shipped are branded with the manufacturer's trade mark, substitution by a crooked builder would be difficult. And the game would not be worth the candle because if the builder sought to destroy the cement sacks before the owner of the building could see them he would be taking money out of his own pocket, since the cement manufacturers pay for the empty sacks returned to them.

Furthermore, it is argued that the advertising of Portland cement would be just as promising as the advertising in newspapers and magazines of other building materials, which, except in a few instances, are not bought by the people who read the magazines, but by contractors whom those

people employ. It would seem easier to make a substitution of paint or varnish, than of cement, yet Murphy varnishes and Atlantic White Lead, have been advertised for years. Lately even building paper has been advertised and as it is quickly covered up in the building of a new house it would seem that the substitution of a cheaper brand for the one advertised, and demanded by the owner, would be one of the easiest things in the world.

If—which we all hope may be the fact—the country has really entered upon a new era of prosperity, as some predict there will be more home seekers than ever, especially near great cities. The building and loan associations give valuable help to thousands of thrifty folk who want to escape from imprisonment in flats and to live in their own houses. These people are regular readers of magazines and newspapers. Such people would welcome, as a source of useful information, advertising that tells of a cheap and durable building material like Portland cement. They would be interested to know that a cement house will stand practically forever with small bills for repairs, and that its soft, beautiful material color needs no paint.

Portland cement is employed for a variety of purposes not strictly utilitarian. Pleasing and artistic figures made of it ornament lawns, replacing the terrible cast-iron dog which has dominated them so long. Benches, tables, railings and lawn vases are made of this same material.

In connection with the advertising of this product it is to be remembered that other forms of building material are getting scarce. The destruction of the forests is a standing cause of just lamentation. Brick and stone are high now and, of course, will be higher as they are called upon to take the place of wood. Our dear old friend, the Law of Supply and Demand, will look after that. In some localities even the lowly field stone is so scarce as to rank among high priced commodities. Such being the case, does it not

seem that the age of Portland cement is at hand and that manufacturers cannot invest their money to better purpose than in judicious campaigns of advertising, talking not chiefly to architects and builders, but to the great public that pays for building?

When the spring-time comes the building will begin, and as the preliminary planning and figuring must start pretty soon, now is the accepted time for advertisers of Portland cement to get busy.

An advertisement in the "help wanted" columns, promising money making work, is inserted by the Miracle Pressed Stone Company of Minneapolis. Men who answer the ad get a long letter urging them to take up the manufacture of concrete blocks on the "work at home" principle. The company offers to sell molds and tools. It sends out a handsome illustrated catalogue of 144 big pages full of information for the amateur concrete-maker.

The fact that the work of the Phoenicians and the Romans, who used what would now be called Portland cement, has lasted for centuries and to-day resists every destructive force short of dynamite, has more than a merely archaeological interest. It might be used in forcible advertisements of American cement-makers.

The San Francisco *Argonaut*, of which Earl D. Eddy is advertising manager, prints on the back of its rate card directions to the advertiser for finding out what he pays for in circulations. The data upon which he may draw his conclusions consists of the bills for paper used: The printers' bill for press work, or if the publisher owns his plant, the record of the press run; the post-office receipts showing number of pounds of copies mailed on publication day; the news-stands' sales, and the mailing list. The *Argonaut* offers to furnish this data concerning itself to any advertiser.

No one who receives one of the Philadelphia *Record's* wall calendar pads, which that newspaper is distributing, will need his specs to see the figures across the room.

BEN LEVEN Advertising Co. (INC.)

Offers to the general advertiser a service in which the personal element is emphasized.

We provide a capable, compact organization, the individual members of which have been trained in the two essentials of real advertising—"PERSONAL SERVICE" and "RESULTS."

We specialize in these two business factors; our aim is to produce results by personal service of the better kind. Every advertising campaign we inaugurate is based solidly on the selling idea—printed salesmanship—and every client receives special and extraordinary attention designed to cover his particular needs in this line.

We submit a partial list of our clients merely to indicate the wide range of the service we provide:

F. C. DeWitt & Co., Chicago—*Kodol*.
James F. Pepper Dist. Co., Lexington,
Ky.—*Old Pepper Whiskey*.
Currier Publishing Company, Chicago

—*Woman's World*.

David M. Pfaelzer & Co., Chicago
—*"Wearbetter" Boys' Clothing*.
Chicago Tailors Ass'n, Chicago

—*Mail Order*.

Hartman Furniture and Carpet Co.,
Chicago—*Mail Order*.
Portable Shower Bath Co., Chicago

—*Mail Order*.

National Condensed Milk Co., New
London, Wis.

National Correspondence School of
Railroading, Chicago.

Herbert L. Joseph & Co., Chicago

—*Jewelry*.

Howe National Jewelry Co., Chicago
—*Jewelry*.

Chicago Table Supply Co., Chicago
—*"Old Settler's Club" Whiskey*.

Dr. F. J. Stewart, Chicago
Straus Bros. Co., Chicago—*"Solo Rye"*.
Della Carson Co., Chicago

—*Toilet Preparations*.

Malta Vita Pure Food Co., Battle Creek,
Mich.—*"Malta Vita"*.

St. Johns Development Co., St. Johns,
Fla.

Colonists Trustee Co., Boise, Idaho

—*Farm Lands*.

King Cereal Co., Chicago
—*Estmore Relish*.

A. & M. Conney, Chicago—*Hair Goods*.
L. Fish Furniture Co.—*Trading Stamps*.

The Merrill Company—*Mail Order*.

We have been unusually successful in creating profitable publicity and promotional campaigns, and in carrying them out to the last detail.

We should like to be given a chance to talk business with you—if MORE BUSINESS interests you.

Ben Leven Advertising Co.
85 Dearborn Street, Chicago

To Advertisers

Who Want the Ablest Help

You who reap less than you sow. You who fall short of your full possibilities.

You who use arrows where grape-shot is needed, then wonder why others succeed better than you.

You who seek ability—here is something you should know.

There is a New Way in advertising which is responsible for scores of the greatest successes.

A New Way, created by us, which has made our business the largest of its kind, solely by astounding results.

A New Way which often makes one dollar do the work of ten. Let us explain it to you.

The Many-Man Power

We employ in our offices, both in New York and Chicago, an Advisory Board. These two boards together consist of twenty-eight men.

Each of these men is a master of advertising. Each is a man of vast experience and of proved ability. Each has won his place here through brilliant successes in many hard-fought campaigns.

All are high-priced men. It costs us about \$1 a minute to

keep one of these boards in session.

These men, in conference, work out the campaigns which we undertake for our clients. We bring to bear all their experience, all their ideas.

The astounding successes for which we are famous are due to this co-operation.

One-Man Power

Under the Old Way, such problems were left to one man's solution. Most agents do that today.

Sometimes the man is able, sometimes experienced. Still it is one-man power.

One man never learns all the pitfalls. The ablest of men has limited knowledge, limited ideas and experience. And human nature is too varied for any one man to average.

But our Advisory Boards, in conference, rarely make mistakes. And they rarely fail to get from advertising every latent possibility.

Under the one-man way, too many campaigns failed to return their cost. We know that from our own experience. Under the New Way, most of our clients succeed.

Under the Old Way, we made but semi-successes. Under the New Way our successes are the wonders of advertising.

Free Service

One duty of our Advisory Boards is to answer for anyone any such questions as these:

Can this article of mine be successfully advertised?

Can this advertising of mine be made more effective?

Such questions involve no charge, no obligation. You are welcome to submit them.

Another duty is to solve all selling problems. The success of a campaign often depends on that.

We Pay One Ad-Writer

\$1,000 Per Week

The head of our Copy Department receives a salary of \$1,000 per week. He divides his time between New York and Chicago.

With him are the ablest men we know. We attract them by salaries such as no one else pays, and by opportunities such as no one else can offer.

Then each learns from all others. And here there are pacemakers who inspire the utmost effort. The good man becomes a master, and the genius a wizard here.

We employ more than 200 people. But our greatest asset, and our main expense, is this brilliant copy staff.

No Extra Charge

This sort of service demands no extra charge. We handle advertising on the usual agent's commission.

We get our return in the increase in advertising. For every success expands. It is cheaper for us to increase accounts than it is to solicit new ones.

The Old Way costs you just as much as the New. The difference in results is tremendous.

We issue a book which tells what the New Way has done. Every man who spends a dollar in advertising owes to himself its perusal. The book itself is a brilliant example of our advertising powers. Please send this coupon for it.

A Reminder

To send to Lord & Thomas, New York or Chicago, for their book, "The New Way in Advertising."

Please state name, address and business. Also the position that inquirer holds in the business.

LORD & THOMAS NEWSPAPER, MAGAZINE AND OUTDOOR ADVERTISING

NEW YORK
Second Nat'l Bank Bldg.
Fifth Ave. and 28th St.

CHICAGO
Trude Building
67 Wabash Ave.

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus they operate as though all men in both offices were under a single roof. Address the office nearest you.

DODGING THE SOLICITOR.

WHY IT IS THAT "THE MAN TO SEE" IS BECOMING CONSTANTLY LESS ACCESSIBLE—THE KEEN, INTELLIGENT SOLICITOR HAS TO COMPETE WITH A HORDE OF "COPY-CHASERS" WHO TAKE UP BUSY MEN'S TIME UNNECESSARILY—IT IS HARD ON THE SOLICITOR AND HARD ON THE ADVERTISER.

By H. A. Rowley.

"Mr. Jones, it seems to me that we are not getting out of you the work we are paying you for," said the head of a business that had been advertised for a couple of years to his advertising manager. "Whenever I drop in your office I always find you closeted with some solicitor. How can you give our proposition the attention it deserves when the great bulk of your time is occupied in listening to the tale of woe of people who want to sell us something? My idea of an advertising manager is a man who is nine-tenths salesman and one-tenth buyer. It looks to me as though you had the thing exactly reversed."

Mr. Jones admitted the justice of the criticism and then explained the difficulty of the situation. There were 22,000 odd publications in the United States and Canada to say nothing of the car sign people, the outdoor people, the printers, lithographers, the program agents and so on. Every one considers his particular medium of paramount importance and would feel aggrieved if he were not given a hearing. It seemed as if the clouds fairly rained solicitors and they were all good fellows, too. "We expect our salesmen to receive a courteous reception when we send them out to call on prospects," said Mr. Jones, "how can we do less by the salesmen who call on us?"

The big boss reflected a few moments and then replied: "That may all be true but our house hired you when we started to advertise a couple of years ago in the expectation that we were going to get expert service from you in the way of planning cam-

paigns and getting up the kind of advertisements that will sell goods. How can you perform your duties when most of your waking hours are given over to a consideration of other people's business? Selecting mediums and making terms are important features of your work but by no means the most important. Now what do you propose to do about it?"

Two plans occurred to Mr. Jones and he mentioned them. He explained that both were generally resorted to. One was to hire a sort of buffer who should see all solicitors but have no power to act. The other was to turn over the account to an advertising agency and to post up a sign referring solicitors to the agent.

The boss didn't think the first plan was fair either to the solicitors or to the house. And there were reasons why he wanted to continue placing his business direct for a while longer. "But," said he, "what is to prevent your spending three days out of every week working at home? You can let it be known that your days for seeing solicitors are Mondays, Wednesdays and Fridays. On the alternate days you are at home attending to the really vital work of this business. Those who call upon you on such days and find that you are out of town cannot have any real grievance."

This and similar plans for dodging the solicitor are in effect in the offices of a number of advertisers. In one instance where a business is located in a large office building, the advertising man has a regular office with his name on the door in gold letters. Anybody can walk right in and survey his roll-top desk. As a rule the desk is closed and a very capable stenographer is in charge. She is so sorry but Mr. Henry is out. No knowing when he will return. Will the caller be so kind as to leave his name and message? Yes, Mr. Henry is out a great deal but he is sure to be in Thursday afternoons. If the message is one of great importance she will be delighted to deliver it at the earliest possible moment and will

telephone the answer if the caller would care to leave his telephone number.

The stenographer is strictly truthful in stating that Mr. Henry is out. Anybody can see that with the naked eye. He is—out of his office with the gold letters on the door.

But down the hall and around the corner is another door innocent of any lettering. Inside is another roll-top desk and there sits Mr. Henry. The door is latched against the intrusion of an accidental caller. But the capable stenographer has a pass-key and in case of a real emergency she uses it.

A breezy western publisher who cuts a good deal of ice in his home town used to make it a point to come east twice a year partly for the purpose of cultivating social relations with his big foreign advertisers. He didn't attempt to solicit new business—that he left to his resourceful special agent. But he felt it was only an act of courtesy on his part to drop in on the big concerns that were sending him generous checks once a month and say, "Howdy." It was a mark of his consideration. It didn't bring him in any more money of course but no doubt his attentions were appreciated.

Of late years he has remarked a growing tendency on the part of advertisers to neglect their business. It was astonishing how prevalent was the habit of absenting oneself from business right during the hours when a business man ought to be at work. These New Yorkers will go plumb to rack and ruin if they don't give more attention to business and quit being "out" so much, he reflected.

One day the good old gentleman had a distinct shock. The office-boy had given the usual message, "not in," when through a glass door of an inner office the western publisher saw and recognized the features of the very man upon whom he was endeavoring to make a call of courtesy. "That settles it," he said later, "when I come to New York here-

after, I shall go to the theatres, Coney Island and the rest. These advertisers have become harder men to get at than the president of the United States. I've crossed them off from my visiting list, every mother's son of them."

The new solicitor is apt to take the general inaccessibility of advertisers as a personal affront. He does not understand why he should be asked to call again or be kept waiting for an hour in an ante-room. Theoretically, the man who floats into a business house with a plan by which said business house can greatly increase its sales ought to be as welcome as the flowers in spring. In practice, he isn't.

The solicitors have themselves to blame for the present unsatisfactory conditions under which they must prosecute their work. That is, solicitors as a class. Perhaps nine out of ten of the men who seek new business have nothing to say that is worth listening to. They would like to secure an order from Mr. Advertiser. Yes, so would 20,000 other publications. This medium has a great and growing circulation. Mr. Advertiser has Rowell's American Newspaper Directory at his elbow and can get the exact figures when he wants them. The solicitor is very sure that his particular medium invariably pays advertisers big. It carries the advertising of so-and-so and they renew year after year. "Now I have this choice position for sale and I would like to get your order."

So the conversation runs around in a circle. That is, in the case of nine solicitors out of ten. The tenth man is different. He is more resourceful, knows how to present ideas that will interest Mr. Advertiser, and is a welcome caller. But his work is becoming constantly more difficult as the number of mere "copy-chasers" increases. He is pursuing a legitimate calling and he knows it. He is posted on advertising policies and knows where to go to get what he is after. His time is too valuable to be stacking up against impossibilities. When he does call upon a prospect he has something

to say and is capable of saying it without wandering all over the universe. Moreover, he knows how to take a "No." It is a pity that he is handicapped by having to compete for a busy man's time with the great army of those whom the busy man is trying to dodge.

The president of a large corporation received civilly on a number of occasions a young man who had failed to get the corporation's advertising through the regularly appointed agency. Each time the president carefully explained that he did not have time to discuss the merits of individual newspapers and magazines with their respective representatives. He preferred to take up such matters *en bloc* with his agent. But the young man kept on calling. He had heard somewhere that the secret of getting advertising was to be persistent. Finally, the president lost his temper. "Young man, it is evident you don't understand the English language. If you ever bother me again, I shall tell our agent that he is never to put your publication on any of our lists under any circumstances." Then the young man went out and told everybody he met that the president was a crusty old curmudgeon and didn't know enough to hold his job.

Such experiences have made the advertiser a hard man to get at and are accountable for the various devices in force for dodging the solicitor. The intelligent, clean-cut, business-like solicitor, on the other hand, never makes an unnecessary call. He values his own time too highly. So that when he does call, he is made welcome. If he doesn't get the order he is after, he knows enough not to act as though he and his paper had been made the subject of a personal insult. Some day when he least expects it, he gets an order or a request to call and talk over a prospective order. He is a credit to his employers and the advertiser wishes there were more like him.

T. M. Keane has opened a new general advertising agency at Spokane, Wash. Mr. Keane is president of the local Advertising Men's Club.

OREGON TELEPHONE WAR.

A telephone war is making things interesting for the newspapers of the Pacific Northwest. The independent company that has entered the field is the Northwestern Long Distance Telephone Co., of which C. C. Craig is general manager and one of the largest stockholders.

Mr. Craig, who is directing the fight from Portland, is a natural born advertiser and is using modern methods to land business. Newspaper space of generous size is devoted to setting forth the high class quality of the company's service and its moderate cost.

The old company is meeting the competition by reducing its charges. It is using even more space than the Northwestern, but its ads lack the snap and effectiveness of Mr. Craig's.

As an auxiliary to the newspaper campaign, the new company is sending personal letters to business men of Portland, Tacoma, Seattle and Bellingham soliciting their long distance calls, and a complimentary ticket for a free conversation is sent with this solicitation.

The new company is already earning a dividend at the rate of over 8 per cent., besides paying all the interest on its bonded indebtedness. Mr. Craig ascribes this entirely to the tremendous receipts brought about by its aggressive newspaper advertising, which is handled in the Northwest by the Chapman Advertising Company.

AMERICAN PERIODICALS IN LONDON.

THE RONDO AGENCY.
87, Finsbury Pavement.
LONDON, E. C., Dec. 12, 1908.

Editor of PRINTERS' INK:
Can you or your readers inform us whether there is any place in London where the leading weekly and monthly American journals are to be obtained? Also the name and address of an American Association of Trade Journals, if such exists?

THE RONDO AGENCY.

The Lovett-Chandler Co., which will conduct a general advertising agency, has been incorporated in Boston with a capital stock of \$10,000. The president is Harold W. Lovett, of Brookline, Mass.

AUTOBIOGRAPHY OF AN UNDESIRABLE CIRCULAR.

BEING THE PLAIN TALE OF WHAT HAPPENED TO THE POOR CHILD OF A RETAIL STOREKEEPER'S BRAIN—HIS PARENT'S INDIFFERENCE TO HIS APPEARANCE OR FATE.

By George F. Wilson.

I am the thing they call the Undesirable Circular. I was born in a hurry and there were ten thousand of me when I came into the light of the commercial world. I will die young. All of my brothers, born of the same father, died young and unrecognized. I will tell you how I happened:

My father runs a retail store. If he depended solely upon his circulars to get business he would long ago have closed his doors, or had the sheriff do it for him. However, he does depend on we circulars to increase his business, for I heard him tell his wife so one evening. He's still holding his own despite the half-hundred various circulars he has issued. I wonder that he holds his own when I gaze upon we Insults to Good Taste.

He always has us printed in 10,000 lots. He mails us to prospective patrons, rolls us in the packages and also distributes us from house to house. A half-dozen of us he mails out under cover of a one-cent stamp. We go rapidly to our doom, as the flimsy material upon which we are printed is an excellent article for use in the building of fires.

We are born just as rapidly as our father's pencil can put us to paper. We are never examined afterward for injuries. We go into the world with painful grammatical errors, broken punctuation, and lasting injuries in our sentence construction, not to mention other blemishes. We have had to suffer many indignities because of our personal appearance. Other more fortunate children of other fathers have been lovingly laid away in file boxes before our very eyes, while we, who give only offense, have had to suffer an ignoble death in the waste-basket, or have been mercilessly torn

asunder by angry hands. I shudder when I meditate upon father's probable reception were he there in person.

While we are still suffering from the sting of father's pencil we are taken rapidly over to the Printer, a man whom father discovered tucked away back in a small, ill-lighted and ill-smelling room. This printer has a wide reputation among men like father because he is a poor excuse for a printer. He knows where to buy the cheapest and flimsiest of paper and he is always on deck when there is a lot of worn-out type on sale anywhere. He has but very few fonts of readable type in stock, his patrons preferring the very smallest face manufactured so that copy can be crowded on as little paper as is consistent with bad taste.

There is no more white space around us than is absolutely necessary for our breathing needs. We come from the press sadly smeared and dirtied, and among the farmers we are, in the winter time, a source of income to the optician. Thus we sometimes do good to others at father's expense. You may think father is a philanthropist, but I am inclined to think he is more plain fool.

We sometimes carry near-illustrations which are either too crude to answer the purpose of illustration, or too badly smeared to be recognizable. I do not know why father adds these to our persons unless to aid us in the attempt to mingle with the better classes. We never get beyond the attempt.

When father is in the throes of composition he becomes very anxious to mention everything that he sells. He considers that he has been buncoed if we do not carry a message covering almost his entire stock. Once he started out to tell the story of one special department, but when he had exhausted the subject he considered it foolish not to mention the other departments, too. So that unfortunate brother of mine went forth in a condition of wordy elephantiasis, a malady which a doctor of publicity said he could speedily cure. Father, however, refused to

listen to him because of the additional expense involved, so my poor brother had to carry this affliction into a cold world which refused to give a hearing to his plea for recognition.

We all of us have branded on our foreheads a favorite and "original" quotation of father's; one in which he apparently takes great pride as he never fails to quote it in his advertising. Verbatim, it is as follows:

"If you think you are in need of any of the many articles I have to offer you I will be pleased to fill your order. You will not regret having dealt with me!"

Father thinks it is a very convincing argument and always insists on having it inserted. I heard a newspaper advertising manager once give his opinion on it, but I wouldn't dare repeat it because we are cautioned against taking God's name in vain!

Once I lay open on a man's desk in his library. My father had sent four of my brothers and myself to this gentleman under a one-cent stamp. I lay on top of the pile awaiting his attention, as he first opened all of his mail before giving the contents of the envelopes a perusal.

The very next envelope he opened had a red stamp in the corner. From where I lay I could see the two sheets he drew out and spread on the desk before him. The first, or top sheet, contained a short, typewritten message. Before he went further he read the note and then lifted the sheet to glance at the second. While he held up the sheet I read its contents, which stated briefly that the company wished to call attention to an article for which it had secured the local agency and then begged a few minutes' attention to the circular enclosed. I could see the circular plainly and it made me gasp. Such a lovely grade of paper I had never seen in father's favorite printer's shop. The type was large and of a clear, readable face. The illustrations illustrated. A neat border held all in place and outside the border, and also inside, was a large playground of white space.

Oh, it was a beautiful circular and I was filled with loathing for my ugly, repulsive appearance.

The man read it through, every word of it, before he opened another envelope, and when he had finished he turned to his wife, seated at the table with some sewing:

"Here's a circular," he said, "from the Up-to-Date Store. You'd best go around there in the morning and see the article they mention. It looks good to me!"

When he finally reached us he glared, then crumbled us savagely in his hand and flung us into the waste-basket. As I went down I heard him mutter:

"There goes some more of that Old Fossil's damned trash!"

The following somewhat remarkable advertisement appeared in the Baltimore *Sun* of Dec. 13:

I AM RUINED!

THE GREATEST WRONG THAT HAS EVER
BEEN PERPETRATED ON A MAN HAS
BEEN PUT ON ME WRONGFULLY.

God knows, I have acted fair and square towards all in my Ressess City undertaking, and after all my accusers have finished their say, I'll come out of my new trouble clean and clear of wrongdoing, and I ask that the public believe me and have faith in me until the whole truth is known. A stampede of my investors has been made by my enemies, and a rumor has started on me that has wrecked me and thrown me into terrible trouble. But being in the right I will win out, and again begin building Ressess City.

RICHARD RESSESS.

GOING OVER THE FIELD WITH A FINE TOOTH COMB.

PHILADELPHIA, Dec. 8.

Editor of PRINTERS' INK:
I received one of your circulars asking for a subscription to PRINTERS' INK. Why don't you look over your books before sending out these circulars? I've been a regular reader of PRINTERS' INK for nearly ten years. Is there an advertising man in America who does not?

Yours truly,
T. EDWARDS PHILLIPS.

The business department, in its zeal to find an advertising man who does not read PRINTERS' INK, sometimes knocks at the wrong door. There may be now and then an ad man who is alive and doesn't read PRINTERS' INK, but the class to which he belongs is mighty small.

Only Eight Days Left

Forms for the first Annual Review Number of PRINTERS' INK close January 14.

This issue will be dated January 20. But eight days is enough in which to write and mail an advertisement and *to get good position.*

This is best opportunity to place before every general advertiser your circulation statement for 1908, or any other information you want known.

Notice, we say *every* general advertiser. Most of them are paid subscribers to PRINTERS' INK now—but all the rest will get a sample copy this time anyway.

May we prepare copy for you?

PRINTERS' INK PUBLISHING COMPANY
12 WEST 31st STREET -:- NEW YORK

PRINTERS' INK.

THE HOME PATTERN CO.
Manufacturers and
Distributors of
THE LADIES' HOME JOURNAL PATTERNS
NEW YORK

THE MONTHLY  THE QUARTERLY

STYLE Book

NEW YORK *Metropolitan Tower*
CHICAGO *347 Marquette Bldg*
BOSTON *161 Devonshire St*

ADVERTISING DEPARTMENT

METROPOLITAN TOWER
NEW YORK

STR-TEST

An Action-Impelling Record

Mr. American Manufacturer,
Industryville, U. S. A.

Dear Sirs:

The 1st of last September, I took hold of The Style Books. Then came the panic. A more dismal time to expect a publication not only new, but new along untried lines, can hardly be imagined.

A letter that appeared in
Printer's Ink for October 14th x

For during that very period when, panic-stricken, they were canceling and cutting down from 30% to 50% their advertising in periodicals whose names are household words, they made for the Quarterly Style Book - still a "theory" - the following record:

Winter '07	over	Winter '06	36%	Gain!
Spring '08	"	Spring '07	133%	Gain!
Summer '08	"	Summer '07	244%	Gain!
Fall '08	"	Fall '07	207%	Gain!
Winter '08	"	Winter '07	?	Gain!

Advertising solicitation is indeed a mighty difficult problem if in behalf of a publication that can make a record like this further urging is needed.

Very truly yours,

THE HOME PATTERN COMPANY

By Conde Nast

Judging the Future by the Past

Since Oct. 14th I have been using these pages to make you realize the Monthly Style Book is based upon new and scientific principles that must be reckoned with. As a last word, let me point out the marvellous success of the Quarterly Style Book—based upon exactly the same principles. And already the Monthly has a quantity and quality of advertising that even now promises a success equal to that of the Quarterly.

The Quarterly's Record:

Winter '07	over	Winter '06	36%	Gain!
Spring '08	"	Spring '07	139%	Gain!
Summer '08	"	Summer '07	244%	Gain!
Fall '08	"	Fall '07	207%	Gain!

The question mark, perhaps, made you wonder at that time, whether the Quarterly Style Book could possibly keep up this wonderful record. You will, therefore, no doubt be interested now to hear the two latest bulletins:

Winter '08	over	Winter '07	327%	Gain!
Spring '09	"	Spring '08	468%	Gain!

Or, putting it in another way, the value of the advertising in the *single issue* of the 1909 Spring Quarterly Style Book, now going to press, is nearly $\frac{3}{4}$ as much as the whole year 1908, and *more than twice as much as the whole year 1907*.

This astonishing growth, steady as it is tremendous, can mean but one thing: Advertisers everywhere are beginning to realize that the unique features of the Quarterly Style Book make it one of the most scientific advertising mediums ever invented.

Are You Going—

again to overlook the unique service and economy of the Quarterly Style Book? Every time you miss an issue you lose three months! Get your copy in by February 15th, and you will catch the Quarterly that goes on sale March 25th.

The Quarterly—THE STYLE BOOKS—The Monthly
Illustrating Ladies' Home Journal Patterns

BOSTON
161 Devonshire St.

NEW YORK
Metropolitan Tower

CHICAGO
747 Marquette Bldg.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.

OFFICE: 12 WEST 31ST STREET,
NEW YORK CITY.

Telephone 5203 Madison.

The address of the company is the address of
the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

Western Representatives HOWSE & LITTLE,
Association Building, Chicago

London Agt., F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription
price, two dollars a year, one dollar for six
months. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Jan. 6, 1909.

PRINTERS' INK
Printers' Ink for 1909 will be
in 1909 the best that

brains and money
can make it. Arrangements have
been made for a notable series of
articles on the different phases of
advertising to be written by the
most successful men in the busi-
ness. The list of contributors in-
cludes not only the old favorites
but many distinguished new ones.

PRINTERS' INK will, therefore,
be not only more interesting to its
readers than ever before, but it
will be of greater value to its ad-
vertisers because of its rapidly in-
creasing list of subscribers. The
best proof that it is now a profit-
able medium for publishers to use
in seeking foreign business is
shown by the fact that all the
present users of space under con-
tract have renewed their contracts
for 1909, and one has increased
his expenditure \$2,000. Many of
these advertisers have been repre-
sented in PRINTERS' INK for years.
It pays them or they would not
continue to spend their money in
its columns. The indications are
that 1909 will be the most pros-
perous year PRINTERS' INK ever
had.

Worst Advertisement Contest

Every one who prepares or uses advertising mat-
ter has his own ideas as to what constitutes a
good or a bad advertisement. One of the results of the growth and
development of the art of publicity is the development of the critical faculty. Hence we find ourselves mentally praising or con-
demning every advertisement we
see in print. It is probably be-
cause of this tendency that so
many people write to PRINTERS'
INK calling its attention to what
they consider bad advertisements.
Hardly a mail is received at this
office that does not contain one or
more specimens.

Now among all the bad advertisements published by national
advertisers there must be one that
is worse than all the rest and
PRINTERS' INK wants its readers
to help find it. Perhaps it may be
found among the advertisements
of Cream of Wheat, Huyler's, Kel-
logg's Toasted Corn Flakes, White
Rock, E. & W. Collars and Shirts,
or Buffalo Lithia for all of these
have been represented by some
mighty poor copy.

But wherever it may be, in the
magazines, newspapers, or street
cars, PRINTERS' INK wants you to
corral it and send it in. Moreover,
PRINTERS' INK is willing to pay
you for looking for it and to this
end a prize of ten dollars for the
worst specimen contributed and
five dollars for the next worst is
offered. The conditions of the
contest are as follows:

The only advertisements to be
considered are those of national
advertisers who are regular users
of newspaper or street car space,
or magazine space exceeding one
quarter of a page, that have ap-
peared within three months pre-
ceding Jan. 1, 1909. All publish-
ers', railroad, or steamship adver-
tisements are excluded.

The contestants in making their
selection must consider three
points: (a) the text, (b) the illus-
tration, if it has one; and (c) its
typography, and tell the reasons
for their choice within one hun-
dred words. A copy of the ad
must be inclosed. Those who com-

pete may send in as many selections as they desire, but all must be included in one package. The name of the sender must accompany the selection, but it will not be printed unless permission is given to do so. The contest will close March 1 and the committee of award consisting of three prominent advertising men will announce the names of the winners in the issue of March 15.

**52 Page
Order for
1909**

One of the first contracts PRINTERS' INK received for 1909 was from the Butterick Pub. Co., who increased their space from a page every other week to a page every week.

The Butterick Co. has a big story to tell; a story of big things for 1909 advertisers in the *Delinegrator*, *Designer* and *New Idea*; a new size page; great circulation plans; co-operation in the planning of campaigns and preparation of copy from their trade-aid department; and they know the value of advertising and believe in it, not only for others, but for themselves.

Other publishers could follow Mr. Black's example to good advantage if they believe in advertising.

Playing Fair The delightful way *Life* has of getting at the **Advertiser** heart of things, of showing up in a few brightly written paragraphs the foibles, the follies and the weaknesses of public men has established that newspaper in a high niche in the journalistic temple of Fame. Its editorial pages sparkle with wit and glow with good humor. No man can read them without finding therein some clever bits of philosophy, some sparkling gems of sarcasm, or some delicious bon mot that is worth repeating.

The wonder is how Mr. Mitchell, amid the pressure of his many duties as president of the Life Publishing Co., finds time to devote so much thought to the ethical side of life as reflected in his editorial columns. Every sen-

tence he writes contains something worth reading. Here, for example, is the way he gives President Roosevelt a sly dig and prods the newspaper publisher in a recent editorial:

The President has been finding fault again with a newspaper. In that, of course, everybody, except some of the newspaper men, will sympathize with him. Everybody finds fault with the newspapers from time to time and wishes they had voices of effectual volume so that they could make their complaints heard. As a rule, they can't. The newspapers are all voice, and they easily drown out most complaints of private people. But when the President complains, even of the newspapers, he gets a hearing, for he also is considerably voice.

For our own part we have often wished that the newspapers could be induced to love the truth harder and print it more exclusively, and often we have tried to induce some of them to do it, but only to conclude that those that want to, will, as far as they can, and those that don't want to, won't, and you can't make them. This experience has led us to suspect that perhaps our whole attitude toward newspapers has been wrong, and because this is Christmas time and the special season of good will, we are going to suggest another attitude which may make more for charity and good feeling toward the papers.

We all behave as though it were the nature of newspapers to tell the truth about everything, and that that was to be expected of them, and we get mad at them when they don't do it. But observation yields much to support the belief that that is a mistaken and unkind theory, and that it is probably the natural instinct of newspapers to lie about everything. It is easier to lie; it is less trouble and takes far less skill than to discover, write, and print the truth. It is apt to be more profitable because it is cheaper, and also because stories in which the imagination is permitted to weave glittering fictions in with dull threads of fact are usually a great deal livelier and longer than mere all-true stories. And where truth is submersible it is possible to give the public the stories it wants at the time it wants them. And when a false story or statement has been printed it is easier and cheaper to stick to it, or ignore it than to take it back. For these and a great many other reasons it is, conceivably, very much more consonant with the natural depravity of the inanimate thing called a newspaper to lie whenever it is convenient.

Now if we recognize this as a truth, we must recognize also that when a newspaper says what is so, in the face of interest, difficulty, expense, or inconvenience, it is because there is behind it somewhere a human creature with an immortal soul and a conscience. And recognizing that, how different our attitude toward newspapers will be! Instead of grieving at their multifarious fibs, we can rejoice every day over details of many recorded triumphs of the

human conscience over their fallen, inanimate natures. "The *World* said the steamer was in, and by George, it *was!*" "The *Sun* said the President had got new glasses, and he *had* you know!" So may we glory in the truths the papers tell, if we come to them in the right spirit; so blaze with a sincere rapture over the hundredth sheep that scaled the ramparts of the fold when the wolves got the ninety and nine.

It is the province of *Life* to consider the ethical, and PRINTERS' INK the business side of journalism. In its dealings with the 22,000 or more periodicals published in this country PRINTERS' INK has found that only ten per cent. are eligible for its Roll of Honor list. And yet the conditions under which nearly all may secure a place in it are not widely exacting. Any publisher who will submit a detailed circulation statement for the last year, duly signed and dated, is entitled to the entry of his periodical.

The reason why the Roll of Honor does not contain more names is because publishers are unwilling to make circulation statements—presumably for fear that advertisers will discover how few copies are issued and refuse to pay the rates demanded. Some publishers refuse on the ground that it is quality and not quantity that determine a periodical's value to the advertiser. But does anybody really believe that there would be a perceptible shrinkage in the volume of advertising if every publisher printed his circulation at the top of the editorial page?

A publisher is under no obligation to make a circulation statement, but if he does it should be honest—one that he is prepared to prove in every detail. Advertisers have a habit in these days of making investigations of circulations on their own hook. If they are satisfied that they are not being deceived they are apt to remain patrons of the periodicals for a long time.

It is gratifying to know that the attitude of publishers on the circulation question is slowly changing in the right direction; that they are beginning to understand that advertisers are becoming more and more disinclined to buy

space in periodicals that refuse to tell them what they will receive for their money, and that for self-preservation, if for no other reason, they must be honest with the public.

It is interesting to note that during 1908 the amount of advertising used by 120 motor car manufacturers in thirteen leading monthlies including *McClure's*, *Everybody's*, *American*, *Country Life in America*, *Munsey's*, *Review of Reviews*, *Cosmopolitan*; *Scribner's*, *Century*, *World's Work*, *Harper's*, *Motor*, and *Success* was 295,929 agate lines.

People who have an idea that the literary magazines represent all that is best in art and typography ought to examine some of the high grade trade and class papers and learn of their mistake. Take, as an illustration, the holiday issue of the *Breeders' Gazette* of Chicago. Its pages present as handsome an appearance, typographically, as the twenty-five cent monthlies, and the articles are just as carefully and attractively written and illustrated. In the center are two full page pictures, printed in colors on extra heavy paper, of a Percheron prize winner and Tacsonia, a shire filly exhibited at American shows by King Edward. The covers are fine examples of fine color work.

The advertising rates of both the *Saturday Evening Post* and the *Ladies' Home Journal*, issued by the Curtis Publishing Co., of Philadelphia, have been increased, dating from Jan. 1. Space in the former now costs the advertiser \$5 per agate line or \$3,000 a page. The paid circulation of the *Saturday Evening Post* is 1,200,000 copies, which is the largest circulation of any weekly periodical in the United States. The rate of the *Ladies' Home Journal*, the paid circulation of which is 1,300,000 copies, has been increased from \$6 to \$7 an agate line, or \$5,000 a page.

Who Wins In a recent issue of **PRINTERS' INK** appeared a letter from Jules Doux, a French cleaner and dyer of Utica, N. Y., in which the writer asked this question:

Supposing you were using 4 inches 3 t.a.w. and you wanted to double your advertising. Would you run every day or would you double your space 3 t.a.w.?

PRINTERS' INK advised Mr. Doux to double his space. A few days after the letter was printed Boudinot Mindette, of Atlanta, sent the editor the following message:

"I'll bet a box of cigars that 90% of the men who have put out money for advertising and then watched returns will say you are wrong."

PRINTERS' INK invited expressions of opinion from several advertising men who have had experience in handling large advertising appropriations. Mr. Earnest E. Calkins, of Calkins & Holden, wrote as follows:

"If I were running a newspaper account in which the space was as small as four inches, single, I think that I would double the space before I increased the number of insertions. I do not believe this always holds true, however.

"If I were using as large a space as thirty inches in the newspapers, I would not make the space any larger. I would think it needless. An advertisement that measures three columns wide and ten inches deep is just about as good as a page, so I would increase the number of insertions in that case to make it effective.

"It is always hard to answer these questions, however. So much depends on what you are trying to do, the nature of the advertising, the things you have to say, illustrations, white space and, in fact, everything that makes one account different from another.

"Whenever I am asked a question like this, I am reminded of Lincoln's reply to the woman who asked him how long a man's legs should be. He said he thought they ought to be long enough to reach to the ground."

Mr. Frank Presbrey wrote: "I

should certainly advise your correspondent to double his space."

Mr. Frederick J. Hermes, secretary of the Blackman Company, said:

"Printed matter is advertising only when it is read. A 4-inch ad every day is less likely to be seen than an 8-inch ad 3 times a week."

Mr. Joseph Desser, of the Homer W. Hedge Co., expressed his views on the subject thus:

"My advice would be not to increase the size or number of insertions, but pay for position. Recently we recommended one of our clients who was using small space e.o.d. to reduce the number of times his ad appeared and devote the amount thus saved to paying for position."

Mr. A. Dodd, of the New York office of Lord & Thomas, had this to say:

"It has always been our opinion that up to a certain limit it is always better to double the space, with a sufficient length of time between insertions to let the message soak in. Your advice to your correspondent is therefore the same we would give under the circumstances."

Mr. Frank Seaman, of Frank Seaman, Incorporated, who has had wide experience in the advertising business, writes:

"Our experience and observation have been that the percentage of attention secured from one advertisement of average representative space is worth more to the advertiser than the attention secured from half as much space used more frequently.

"The advertiser who uses small space every day secures a certain result from the mere principle of repetition. But, as a periodical publication gets from its readers only a certain percentage of individual attention for the various advertisers—the percentage of this attention is based on the total contents of the paper, and while the law of averages holds good, the smaller advertisements receive a minimum amount of reading as compared with the large ones. On this assumption, it is safe to surmise that where one or two news-

papers only are used, the increased effort or expenditure should be put into more space in these newspapers, rather than in the same amount of space in additional mediums.

"We have found from our own experience and from the experience of our clients that an advertisement of a given size will receive pretty much the same percentage of attention day in and day out, and that an increase of space up to certain proportions will produce more than the proportionate increase in attention compared to the actual difference in the measure of lines.

"No advertiser expects to reach all the readers of one paper with each insertion of his advertisement. It is well known that a circulation of 100,000 people, for example, will produce a certain percentage of new readers for every advertisement with each new issue.

"Circulation represents horse-power of purchasing ability. The advertisement is the belt connecting the power-wheel with the operating machine. In proportion to the size and strength of your belt will you secure results out of your original horse-power.

"Of the average publication it is expected that the horse-power is constantly increasing, consequently, in addition to the daily extraction of sales from the original selling force, we have a certain percentage of new horse-power added daily, weekly or monthly, from which to draw new selling results.

"The same rules apply to magazines. The quarter page advertisement cannot be expected to visualize the same percentage of attention among the 100,000 as the half page or the page.

"The important question then is not how little space it is safe to use, but how big space can the advertiser afford to use in order to successfully dispose of his goods. There is a certain *mean* standard—but this can only be found by experiment and the results in a given period of time. Each new advertiser must work out the problem for himself—he can profit by the experience of others—but we must remember, the other ad-

vertisers are constantly growing, piling experience on to experience, and this is the only way the individual advertiser can gain a certain amount of assurance as to the right development of his advertising policy."

It will be seen from the above expressions of opinion that five out of six agree with the advice given by PRINTERS' INK. It is not probable that this proposition would be materially changed if the question was submitted to every experienced advertiser in the country.

A rather clever fraudulent scheme has just been brought to light in Newark, N. J. It was worked by a gang of directory swindlers who have been practising it in various cities for some time. The plan consisted in getting merchants to sign an agreement to pay twenty-five cents expressage for a copy of a directory which they were going to get out. Later these agreements turned out to be contracts for advertising. At first the merchants declared that the signatures attached to the latter were forgeries, but it was subsequently shown that they were genuine. The mystery was solved when it was found that lines converting the agreement to pay 25 cents expressage into an order for advertising had been afterward printed in between the lines of the original.

Ernest S. Butler, for two years associated with George W. Coleman in the conduct of the advertising department of the *Christian Endeavor World*, has been placed in full charge of the advertising department. Mr. Coleman will devote his entire time to his duties as publisher.

R. B. Freeman has resigned from the advertising staff of the New York *American* in order to become advertising manager of the Augusta (Ga.) *Herald*.

Wylie B. Jones, formerly of the Wyckoff Agency in Buffalo, has started an advertising agency of his own at Binghamton, N. Y.

MONEY WASTED IN INEFFECTIVE FOLLOW-UP.

NEW YORK, Dec. 22, 1908.

Editor of PRINTERS' INK.

I can readily believe that there are any number of instances where advertisers slip a cog as related by your correspondent who tried to buy the Croft & Knapp Hat and Stetson Shoe.

The money wasted by advertisers annually in weak and ineffective follow-up, or in paying for advertising that is not properly followed up at all, would, I venture to say, come very close to making good the immense postal deficit.

A couple of instances in point:

The Rubberset Company, of Newark, N. J., has been doing some very good-looking and presumably effective advertising for their shaving brushes and latterly for a "Berset" Shaving Paste. Their advertisements for several months past have offered to send a sample tube of this shaving paste upon receipt of 4 cents in stamps.

Any person curious enough to want to try "Berset" Shaving Paste would have to pay 6 cents for this sample—certainly not a big enough bargain to attract the petty grafters who are always on the lookout for something free from advertisers.

I have been a user of shaving paste for several years, and on seeing these ads of "Berset" Shaving Soap, thought I'd like to try it and see if it is any better than the kind I am using. I sent along the postage stamps—then promptly forgot all about it.

A couple of months later I was reminded by another ad that I had already sent for the sample tube still being offered, and was interested enough to send another postal of inquiry calling the advertiser's attention to his failure to answer the previous inquiry.

But up to date not a word of reply has been received from the advertiser—or the sample tube of "Berset" Shaving Paste.

In this instance the manufacturing department may be at fault, in which case the advertised offer seems rather premature. Certainly it is not helping the sale of "Berset" Shaving Paste any to treat inquiries in this manner.

I should cite the above as an instance where an advertiser is wasting money by *not* following up. Another such instance came to my attention a short time ago in the case of an advertiser who had secured several thousand inquiries at a cost of about 50 cents each and none of them had been answered, though most of the inquiries were about a month or more old.

I sometimes wonder if the majority of advertisers ever stop to figure the actual average cost per sale—including everything that enters into the cost of making each sale—advertising, follow-up, salesmen, etc. If this were done many of them would undoubtedly realize their need of the services of a really competent advertising manager or advertising agent who would look out for this sort of thing for them.

Lack of distribution renders a great

deal of advertising ineffective. Lack of co-operation between advertising, follow-up, work of salesmen and on retail dealers greatly weakens many an advertising campaign.

I rather think this offers an interesting subject for investigation and discussion in PRINTERS' INK.

W. LYDIATT.

BE DIPLOMATIC IN YOUR ADVERTISING.

LIONEL KREMER ORGANIZING COMPANY.
NEW YORK, Dec. 18, 1908.

Editor of PRINTERS' INK:

I wish to convey to your editorial department a unique fact in advertising which possibly may interest many of your readers.

Enclosed you will find an advertisement of Ehrich Bros. which was written and inserted in the newspapers by their superintendent. Previous to its appearance Ehrich Bros. had made effort to procure the services of some 100 cash girls for holiday needs. Their inserted advertisements had brought to them just two applicants. Think of it, in this period of hard times and distress, there were only two young women who would apply for the position, though many must have needed the money.

So the enclosed advertisement was written by the superintendent and the magic words "merchandise conveyors," which seemed to palliate the offense of "cash girls," resulted with one insertion in their being able to secure the services of just 100 from among the innumerable applicants who applied for positions.

An intelligent gentleman who is a good advertiser and believes in it, said that if he were going to advertise for ditch diggers to-morrow he thought he would use the words "assistant constructors" with a certainty of securing better result. "A rose by any other name" would seem to smell sweeter.

As an advertising man of some experience it seems to me that there is enough in this special choice of terms or new names for old and objectionable things to be worthy the attention of the expert ad maker.

Yours very truly,

LIONEL KREMER

The advertisement to which Mr. Kremer refers reads in part as follows:

EHRICH BROS
require several
GIRLS
over
16 YEARS
OF AGE,
WHO
LIVE AT HOME,
as
MERCHANDISE
CONVEYORS

No day work or experience required;
this employment is for
EVENINGS ONLY,
and only about four hours' work.
will
PAY GOOD SALARIES



Associated Sunday Magazines

Issued co-operatively by and a part of the Sunday issue of the

CHICAGO RECORD-HERALD
ST. LOUIS REPUBLIC
PHILADELPHIA PRESS
PITTSBURGH POST
NEW-YORK TRIBUNE

Each of the nine newspapers covers a wide territory, and as a result in hundreds of cases two or three of the papers have circulation in the same territory; in many instances four and five of the papers have circulation in a given city.

This "overlapping" gives the Associated Sunday Magazines, co-operatively issued, two or three times as much circulation in competitive territory as is possessed by any one of the nine newspapers that includes the magazine as a part of its Sunday edition.

Atlantic City, New Haven, Newport, Detroit, Toledo, and many other cities get their copies of the Associated Sunday Magazines as a part of four or more of the nine newspapers issuing the Associated Sunday Magazines.

Milwaukee takes more than 2,500 copies of the Chicago *Record-Herald* and smaller lots from two other papers; Kansas City, 2,305 from the St. Louis *Republic* and more than 500 from three other papers; Providence, 5,115 from the Boston *Post* and more than 250 from three other papers.

The statement shows 1,208 different cities, towns, and villages in Illinois, 570 in New York State, 1,097 in Pennsylvania, 355 in Michigan, 324 in Massachusetts, 598 in Wisconsin, 517 in Missouri,

BOSTON POST
WASHINGTON STAR
MINNEAPOLIS JOURNAL
ROCKY MOUNTAIN NEWS
AND DENVER TIMES

378 in Indiana, and so on through all the States.

Below is Shown the Distribution by Cities

In the nine cities, the nine publishing points, copies circulated **888,791**

In thirty-two cities (outside of the nine issuing points) having a population of one hundred thousand and over, copies circulated **35,729**

In cities having a population of fifty to one hundred thousand,—46 in all, —copies circulated **58,871**

In cities having a population of twenty-five to fifty thousand,—104 cities in all,—copies circulated **74,781**

In cities of five to twenty-five thousand,—715 in all, —copies circulated **150,487**

In towns of one thousand to five thousand,—2,574 in all,—copies circulated **180,744**

In towns and villages of less than one thousand population,—7,864 in all, —copies circulated **96,401**

Scattering circulation of single copies, but listed by the nine papers, without indicating postoffice or town address of subscribers **88,968**

One
week—

BY CAR-
BOST AND
INES ARE
ISSUE OF

is Shown
The att-
especially
per cen-

the E-
northern,
and the V-

States.

aine
New Hamp-
ermont
ss.
I.
nn.
New York
New Jersey

W. Va.
D. C.
Delaware
District of Columbia

Maryland
Virginia

Kentucky
Tennessee
Carolina
Carolina

Georgia
Florida
Alabama
Mississippi

Louisiana
Texas
Indian Ter-
New Mex.

classifie

As this
vertisi

ad, esti

pear in

ture th



More Than One Million Copies

each week—circulated in more than eleven thousand cities, towns, and villages



BY CARRIERS, NEWSDEALERS,
POST AND EXPRESS THE MAGA-
ZINES ARE DELIVERED.

ISSUE OF DEC. 18th (LATEST OBTAINABLE FIGURES), 1,024,225.

new is shown the Distribution by States
The attention of advertisers is
specially called to the fact that
per cent. of the circulation is
the first group of States, which
are the Eastern, the Central, the
Northern, the Middle Western,
and the Western,—the great buy-
ing States.

NINE CIRCULATION DEPART-
MENTS MANAGE THE GREAT
WEEKLY DISTRIBUTION.

each copy of the magazine. It is
the usual basis.

We know that as a part of the
Chicago *Record-Herald*,—the New
York *Tribune* or the *Rocky Moun-
tain News* and *Denver Times*,—
the *Washington Star* or the *Min-
neapolis Journal*,—the *Boston Post*
or the *St. Louis Republic*,—the
Philadelphia Press or the *Pitts-
burgh Post*,—the magazine is an
institution beloved by its millions
of readers.

The advertising patronage now
amounts to more than half a mil-
lion dollars a year and is rapidly
growing.

No wonder the advertising is
constantly increasing. Advertisers
reach buyers more effectively in
the richest commercial territory
in the world, and for less cost,
through the Associated Sunday
Magazines than they can through
any standard independent maga-
zine published.

On request the advertising department
will be glad to send advertisers, free of
charge, copies of the magazines, together
with the complete circulation statement
showing exact distribution in more than
eleven thousand cities, towns, and vil-
lages in the "area of profit." Each town
having twenty-five or more regular sub-
scribers is listed.

WALTER P. WHEELER

Advertising Manager

1 Madison Avenue, New York

RUFUS T. FRENCH

Western Advertising Manager

309 Record-Herald Bldg., Chicago, Ill.

AR
JURNAL
N NEW
ES
through
by Cities
e
s
388,78
g
58,871
74,787
50,487
30,744
96,401
88,968

GROUP 1

Maine	14,828	Ohio	11,110
New Hamp.	14,335	Michigan	10,718
Vermont	1,6801	Indiana	14,674
Mass.	182,393	Illinois	136,891
N. Y.	9,500	Wisconsin	19,008
Conn.	7,950	Minnesota	56,999
New York	39,972	Iowa	25,074
New Jersey	30,253	Missouri	78,357
Conn.	163,286	Arkansas	5,389
Delaware	1,621	Oklahoma	6,508
District of Columbia	31,796	Kansas	4,373
Maryland	3,962	Nebraska	3,933
Virginia	3,209	So. Dakota	5,336
West Va.	4,726	No. Dakota	8,246
Kentucky	1,704	California	637
Tennessee	1,112	Alaska	20
S. Carolina	505	Wyoming	3,047
N. Carolina	115	Montana	993
Georgia	328	Idaho	133
Florida	482	Washington	313
Alabama	719	Oregon	96
Mississippi	556	Nevada	43
Louisiana	1,326	California	637
Texas	2,990	Canada	614
Midian Terr.	13	Foreign	365
Col.	2,006		
classifies	69,373		

As this is a "direct statement"
advertisement of the most serious
kind, estimates and guesses cannot
bear in it. You may, if you will,
sure three or five readers for

IOWA NEEDS AN AD MAN.

E. R. SHOEMAKER, EDITOR OF THE "CREAMERY JOURNAL," TELLS THE DAIRY ASSOCIATION THAT THE STATE'S FARM POPULATION IS DECREASING AND THAT SOMETHING MUST BE DONE TO ATTRACT INVESTORS AND HOMESEEKERS—PUBLICITY THE REMEDY—HOW F. D. CO-BURN CHANGED THE REPUTATION OF KANSAS.

The great agricultural States of the West are beginning to realize that they have got to do some advertising if they are to attract desirable people and increase their commercial prosperity. Boards of trade, farmers' associations, and other organizations are discussing the subject with a view of determining what can be done in the way of publicity.

E. R. Shoemaker, editor of the *Creamery Journal* and *Kimball's Dairy Farm*, recently delivered a timely address before the Iowa State Dairy Association, in which, among other things, he said:

"But there's something that's wrong with Iowa. For ten years her farm population has been steadily decreasing. We have been contributing our thousands to the upbuilding of other sections, while we have failed to attract many to us. This is serious.

"We are a good deal like a merchant I one time knew. I was employed on a country newspaper. My official title was foreman. The force consisted of a 16-year-old girl who was there two days a week, a boy who helped on Thursday nights and Saturdays, and myself. My duties were to set all the type I could, write all the local news I could and get all the advertising I could.

"One day I called on the proprietor of quite the largest store in town. (They called it the 'Bee Hive.') He wasn't advertising. I explained who I was and started in to give him a talk on our immense circulation and to say that if he would let me write his ads and print them in our paper there'd be so much business coming his way that he'd have to rent the next building in a week or

two, but he rather rudely interrupted me by saying:

"Young man, I've been in business here for twenty years. I built the first store in this town. I've got the biggest store here to-day. I know every family in this county and everybody trades with me. What do I want to advertise for?"

"I was considerably squelched so sneaked out as quietly as I could. The next week a young fellow came to town and opened the same kind of store right across the street. He jumped in with a page ad and kept on pounding away with page and half-page ads. In six months the once busy man at the 'Bee Hive' was looking rather worried; in a year he had mighty little trade left and in eighteen months he sold the remains of his run-down stock for what he could get and went back East to live with his wife's relation.

"Iowa may well take a lesson from him. We have too long been folding our arms, looking complacently out over the fields of plenty and congratulating ourselves that everybody knows all about Iowa.

"And while we sit still in supreme satisfaction, the States to the north, the States to the south, and those on the east and west are reaching in and silently snatching out thousands of citizens who imagine they see the land of promise elsewhere than in Iowa, and thousands more pass us by on their way to the untried but well-advertised West.

"Is there a better State in all these United States than Iowa? Are there better opportunities anywhere in agricultural, mercantile or manufacturing lines than right here in Iowa? Are there better natural resources anywhere than right here in Iowa? Is there a better dairy section on earth than right here in Iowa? Are there better people, better churches, better schools anywhere than right here in Iowa?

"Then why not tell the world about it?

"Iowa needs to advertise her resources and her opportunities. She needs to advertise, first, to open the eyes of her home people and

keep them here and, second, to attract outsiders to her.

"If Kansas to-day would pay the debt she owes her advertising man, Secretary F. D. Coburn, he would be as rich as Croesus. If it hadn't been for Coburn the winds and drouths and grasshoppers would be all we would know of Kansas. Every time somebody raised a big hog in Kansas Coburn told about it. Every time somebody grew a big crop of grain Coburn told about it. Every time the hens laid well or the turkeys were numerous Coburn told about it. Every time they cut alfalfa Coburn told about it. And he told it well. His pen has been working night and day in the one great cause of telling the folks about Kansas till that State is known the country over. Coburn has brought thousands of settlers to Kansas and kept thousands more from moving away. He's worth more to Kansas than any other official she has.

"And look at Minnesota. They figure that State can support 30,000,000 people. They've got one-tenth that many and are now out after the rest. Last year they spent just a little money advertising land and business opportunities. The State immigration bureau was swamped with 60,000 inquiries from homeseekers and investors. This has opened their eyes and the commercial clubs of the State are working together for an appropriation of \$100,000 a year to advertise Minnesota. And it will be the best investment Minnesota can possibly make.

"Speed the day when Iowa shall begin to advertise; when we shall keep at home those who should stay and bring into the State the thousands for whom fortunes are waiting here.

"When Iowa's advertising man gets to work in earnest, when dairying and intensive farming become general throughout the State, our farm population will increase, our bank deposits grow, our factories thrive, and all Iowa virtually flow with milk and money."

Lucius E. Wilson, secretary of the Greater Des Moines Committee, recently delivered an enthusiastic and comprehensive address

on the subject of publicity for Iowa before the representatives of the leading commercial clubs of the state, in which he told his hearers what ought to be done. These were some of his suggestions:

"A clearly defined policy of work should be outlined for the year ahead. Some suggestions follow:

"Publication of folders and booklets describing the soil of Iowa and its adaptability to a large variety of crops.

"Magazine and newspaper feature stories about big yields in Iowa.

"Organization of employment and information bureaus to work in conjunction with the removal societies of New York and other large cities.

"Listing of farms for sale.

"Speaking propaganda before commercial clubs, booster organizations, farmers' institutes and other associations to rouse interest in intensive farming.

"Publication of stories about special crops, like the tobacco raised in northern Iowa and the sugar beet culture near Waverly."

In a letter to PRINTERS' INK A. Cressy Morrison, who was formerly advertising manager of the Pabst Brewing Co., but is now secretary and treasurer of the International Acetylene Association, Chicago, takes exception to a quotation used by E. A. Higgins, advertising manager of the Storz Brewing Co., of Omaha, in a letter printed in the issue of Nov. 25. Mr. Higgins, in referring to the Pabst series of advertisements beginning with "The History of Brewing Begins With Egypt," quoted Mr. Bert Moses as saying that Oscar Binner claimed credit for the series. Mr. Morrison, who originated the series, thinks this is a misapprehension as he never knew Mr. Binner to claim anything to which he was not entitled. Mr. Binner knew nothing of the idea upon which the series was founded until he was asked to select a man to make the drawings. His choice fell on Herman C. Lammers, who did the work.

ADVERTISING A BUSINESS COLLEGE

HOW JOHN F. DRAUGHON HAS BUILT UP A CHAIN OF THIRTY COMMERCIAL SCHOOLS IN SEVENTEEN STATES THROUGH INTELLIGENT AND PERSISTENT PUBLICITY

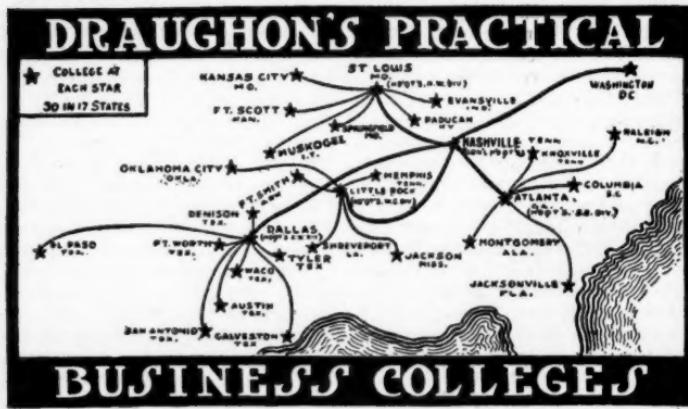
Doubtless there are thousands of well informed men in the Eastern states who have never heard of the Draughon Business Colleges, and yet in the South and Middle West it would be difficult to find many who read the newspapers who could not tell you about them.

The reason is that the Draughon institutions, thirty in number, are nearly all located in seventeen Southern states, to which the ad-

schools were gradually added, and in 1903 Draughon's Practical Business College Company was incorporated with a capital stock of \$300,000.

The colleges now number thirty and include such cities as Washington, Evansville, St. Louis, Kansas City, Atlanta, Dallas, etc. The company is laying its plans to invade the East, probably in the direction of Baltimore, Philadelphia and Pittsburgh.

The greater part of the Draughon advertising appropriation is expended in the daily papers of the cities where branches are located. Both regular and classified columns are used according to circumstances. A favorite arrangement of copy is three or four inches, double-column, with a strik-



vertising of the company, amounting to \$100,000 a year, is principally confined. The success of the institution is due almost entirely to persistent and intelligent publicity.

The founder of this enterprise, Jno. F. Draughon, "pulled the bell-cord over a mule," to use his own expression, until he was twenty-one. He opened his first business school at Texarkana. Most of his profits went into advertising and, as a result, the school became well known over several states.

He then opened a second school at Nashville and moved his headquarters to that city. Other

ing sixty or seventy-two point heading.

During the summer and fall the company uses full pages in the mail order and especially in the agricultural monthlies and weeklies which circulate in the sections where the colleges are located.

For some time past ornamental post cards and mailing cards have been used freely with good results. The name Draughon is kept constantly before the public in every possible way. The map shown herewith is displayed everywhere—in catalogues and circulars, on post cards, in street cars and on billboards.

A NEW IDEA IN RETAIL CLOTHING PUBLICITY.

IT CONSISTS IN THE USE OF ANIMAL PICTURES TO ILLUSTRATE NEWSPAPER ADS DESCRIBING NEW FABRICS—FIRST EMPLOYED BY THE HILTON COMPANY OF PHILADELPHIA, NEWARK AND NEW YORK—ADAPTING THE STYLE OF ADVERTISING TO THE CHARACTER OF THE PUBLIC ADDRESSED.

In the men's wear trade this year, several new things in fabrics and colors have been brought out—"zoo shades" the originators called them.

There were, for instance, the "seal brown," a rich, dark brown, with soft, smooth surface; the "tiger tan," the richest tone of brown in the stripe effect; the "bison brown," a closely woven, hard-finish, wiry fabric; the "ox blood" stripe, a greenish gray fabric striped with red; the "Holland blue," the "fox gray," the "Niagara mist," etc.

Being new, to be most successful, these new clothing ideas required something more or less new in the line of advertising. This requirement was very cleverly met by at least one clothing advertiser.

Sometimes the most unique ideas are the most simple. So it was in this case. What could be a more effective or logical way of illustrating a "seal brown" fabric than by depicting a seal, or a "tiger stripe" fabric than by the picture of a tiger? The idea is so simple that it seems almost ludicrous. Yet it is one of the really new ideas presented in retail clothing advertising in a considerable period.

Chas. F. Hansen, advertising manager for the Hilton Company, manufacturing and retailing clothers of Philadelphia, Newark and New York, tells an interesting story of how he came to use animal pictures in advertising the new "zoo shades" in men's fabrics.

"Glancing over the many richly colored fabrics that I saw being fashioned into suits in our work-rooms, I came to the conclusion that it would be a fine thing to illustrate the weaves and patterns,

—if such a thing were possible.

"I also decided that instead of using full figures, I would show plain outline sketches, showing the style of coats as the customer sees them. I made several rough layouts, but as usual, it was something of a disappointment to me.

"In casually looking over a handful of samples, I noticed one peculiar and very attractive shade. It was called a "bison brown," and as I glanced at it the idea of using animal pictures to supply the lacking element in my advertisements came to me.

"When it came to reproducing the fabrics, I had a great deal of trouble. It seemed almost impossible to get a satisfactory reproduction at anywhere near reasonable cost. First I tried several coarse half tones, but in these the beauty of the weave and pattern were lost. Then I had recourse to Ben Day films, but with no better success. Three of the best engravers in New York and Philadelphia gave it up after making repeated trials. The only way the fabrics could be reproduced, they told me, was to have them hand-drawn by an artist. This last suggestion was, of course, impracticable, since the expense involved in the execution of such work is very great.

"To see my idea, which I succeeded in bringing so near completion, passed upon by experts as a failure was very discouraging indeed. I felt that there must be some way out of the difficulty, and I determined to find it. I am glad to say that eventually I was successful, and that the actual appearance of my completed idea in our advertisements gave rise to much favorable comment and much business."

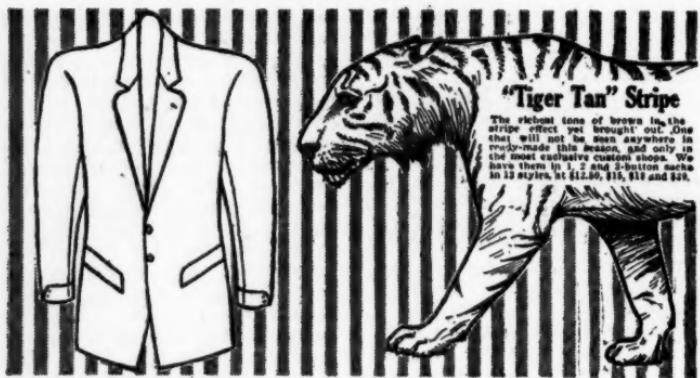
The Hilton Company conducts at present three stores, one in Philadelphia, another in Newark and the third in New York. Beginning this fall, three new stores will be opened—in Buffalo, Boston and Baltimore. The company at present spends about \$50,000 a year on advertising. This appropriation is divided mostly between Philadelphia and Newark, the greater part being devoted to the

store in the former city. Very little advertising is done in New York, it being considered that the newspapers in that city represent too great a waste in circulation to be employed economically by a store doing business under the conditions which confront the Hilton New York store. When the three new stores are added, the

proached by the methods followed in Newark. Regarding the reason for this apparently inconsistent state of affairs, Mr. Hansen said:

"There is a vast difference in the class of trade we reach in the different cities we do business. In Newark the bulk of our business centers on \$15 suits, in New York \$25 seems to be the favorite price

HILTON



HILTON CLOTHES represent to the highest degree the art of tailoring and challenge the admiration of tasteful minds wherever they are seen. They appeal irresistibly to those who value style-distinctiveness and real richness of worth.

advertising appropriation will probably be doubled.

The advertising which the Hilton Company does in Philadelphia differs materially from that which is done in Newark. In the latter city all the advertising is of the circus variety—war type, screaming headlines and extravagant claims. In Philadelphia a very modest strain pervades all the Hilton newspaper announcements. The advertising is ethical in the highest sense of the word, and business is done on a dignified plane that is never even ap-

to pay, while in Philadelphia our best selling suits cost \$35 and upwards.

"Then again the Philadelphia public is very responsive, and the advertising, so mild in character that in other cities it would be a flat failure, is very successful there. In Newark, on the other hand, it seems almost impossible at times to warm up the public to the buying point. In order to make our advertising in that city pay, we have to beat the drum and play the cymbals to a degree that is always sensational."

ADVERTISING SUGGESTIONS FOR HARDWARE DEALERS.

THE ADVERTISING APPROPRIATION OF THE AVERAGE HARDWARE DEALER MUST NECESSARILY BE SMALL—YET IT CAN BE MADE TO YIELD BIG RETURNS—WHAT ONE PROGRESSIVE DEALER DOES TO ADVERTISE HIS BUSINESS.

It is surprising to note how really few hardware dealers advertise—and of those who do how very few advertise intelligently. The average hardware advertisement is something like the average coal dealer's advertisement—consisting of a monstrous cut, silly text, and heartbreaking typography. A day in June is no rarer than a hardware dealer who believes in advertising, knows how to advertise, knows that he knows how, and therefore keeps at it.

In organizing an advertising campaign for hardware dealers, newspaper men and advertising solicitors, as well as the hardware dealers themselves, should study the hardware business thoroughly so as to understand its needs and ascertain how these needs may best be met in advertising. With such knowledge at his finger tips, it is not probable that the solicitor or agent would fail to interest his prospect in the subject of advertising. If the merchant himself had this knowledge, or rather if he fully appreciated its significance, it is possible that he might not wait for the advances of the agent but would himself seek out some competent advertising assistance.

The hardware business, in the first place, is very staple. Its sales and profits pursue, as a general thing, a more or less normal line. There are no bargain sales, no unprecedented rushes and no big slumps.

A second point to be considered in the preparation of advertising for a hardware store is that this is a very conservative business. Extravagant claims, exaggerated values and fictitious price-reductions should be avoided. While

the hardware store is a retail store and requires retail advertising, still it is not the kind of retail advertising that the popular department stores do. It is a business which has retained many of the old-fashioned notions of our grandfathers.

The third element which hardware advertising should include is that of low cost. As it cannot be expected to produce very voluminous results, the advertising of a hardware store should not be very costly. The campaign must be planned to secure attention rather by the general attractiveness and interesting character of the advertisements rather than by their size. Five and six-inch single column announcements, illustrated with a unique, pertinent cut that dovetails nicely with the text, and enclosed in a neat border effect, are probably about the best form of advertising for the hardware store.

Reproduced on these pages are a number of advertisements published recently by Shannon, a hardware dealer of Philadelphia. They are only links in an aggressive, persistent, continuous campaign which this house has been conducting for years, and yet every one embodies all the elements which a good hardware advertisement should contain. They are neat, attractive, concise and contain enough pulling power to insure a steady, healthy response.

Shannon advertises practically every business day in the year, using about the same space daily and occupying the same position in the paper. His father advertised before him, and for very nearly half a century the House of Shannon has been an advocate and an exponent of the business-building power of judicious, persistent advertising. The Shannon advertisements are prepared by the Ireland agency, and all follow very nearly the same lines. In each advertisement only one article or line of goods is featured. To-day it may be lawn-mowers, to-morrow fly screens, and the next day dog collars, electric bells, guns, safety razors or bathroom fixings. But lawn movers and fly screens or

dog collars and electric bells are never advertised together in the same advertisement. The idea is that in a five-inch space only one clear-cut impression can be conveyed, and that to advertise two or more different articles or lines of goods would be to scatter the fire and lose the entire effect of the advertisement.

In many of these advertisements more than one article is specialized, but in such cases they are always articles which come

space on the left-hand side and occupying one good third of the entire advertisement, is the illustration, which generally embodies some element of humor, as a distorted depiction of the article advertised, a comical face, or some other light pictorial treatment. The text of the advertisement is arranged generally in three ruled sections, one small block for the general heading, another for the firm name and address, and one long one for the text proper. The



under the one general heading. In the small advertisement of "Serviceable Bathroom Fixings" seven different items are given, but they are all properly bathroom articles, such as shower baths, toilet-paper holders, robe hooks ("that won't make holes in bathing robes") tumbler and toothbrush holder, soap dish, force pumps and bathtub enamel. Likewise with the advertisement of carpenter tools, where about twenty brief specials are advertised. But these items all properly come under the one general head, as has been said, and thus strengthen rather than weaken the unity of the advertisement.

Typographically all the Shannon advertisements are similar. Extending the full depth of the

specimen Shannon advertisements reproduced herewith indicate how attractive this method of ruling off a small advertisement may be made. It is important to bear in mind that a chief element in a small advertisement is its arrangement. The attention which a large advertisement will secure through virtue of size, a small announcement must elicit through its attractive make-up, and in this respect no method of arrangement is more effective, perhaps, than the Shannon idea of ruled sections.

The headlines of the Shannon advertisements are often very striking. They also indicate the practically unlimited field of good working material for the hardware dealer to draw upon. One

of the chief arguments put forth by the average hardware dealer to drown the hopes and quench the aspirations of the solicitor and agent is, that the hardware business is too narrow to be successfully advertised.

In discussing retail hardware advertising with a PRINTERS' INK correspondent, Mr. Shannon said:

"It pays the retail hardware dealer to advertise. We have been in the business now very nearly fifty years, and practically all of that time we have been liberal advertisers. My father was a firm believer in the efficacy of judicious advertising, and I, following in his footsteps, have found no reason to deviate from the policy he had laid down.

"In hardware advertising there are two points which I think require very careful attention. These are the illustrations and descriptive text. The illustrations should always be explanatory of the text. That is, if you are advertising revolvers, let your illustrations show revolvers. That is an elementary idea, of course, but many advertisers lose sight of it in their effort to get an illustration that is out of the ordinary. Generally, such cuts are either too funny or too picturesque. I like a humorous cut myself but the humor must not be carried so far that the idea of the text is slighted.

"The descriptive text should always be exact. There must be no workings of the imagination here. In my advertisements I always use the catalogue descriptions of the manufacturer. These I know are always absolutely correct and in using them I run no risk of misrepresenting in my advertisements. I believe in underpricing, but I never quote values. Once establish a reputation for being reasonable in your prices, and you will not have to advertise special reductions in order to attract trade. I only advertise one line of goods at a time, and generally try to have the window display back up the advertisement."

"How much do you think a hardware dealer ought to expend on advertising?"

"I know some advertisers whose

advertising expenses foot up to their rent. I have in mind a merchant in this city who pays \$25,000 a year for rent and \$24,000 a year for advertising. While that seems a lot of money, yet one cannot say that it is too much without knowing the volume of business in dollars and cents that this merchant does. Five per cent. of the total sales is taken by many successful advertisers as a wise appropriation. Personally, however, I am inclined to think that three per cent is a more economical and satisfactory amount.

"The bulk of my advertising goes into the newspapers. Of late I have been reproducing these advertisements on colored cards and every letter that now leaves our offices contains one of these cards. Later I may possibly reprint the advertisements on a cheap paper and use them as package inserts. These supplementary forms of advertising I find are very resultful. But they are merely supplementary and cannot take the place of newspaper advertising."

A Large Office at 10 Spruce Street

FOR RENT

567 square feet on second floor. Good light. Very few offices as desirable can be obtained in this locality.

Apply at premises or

D. MARCUS
12 West 31st Street

Phone 5203 Madison Sq.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1907, **21,861**. Best advertising medium in Alabama.

Montgomery, *Journal*, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA

Phoenix, *Republican*. Daily aver. 1907, **6,619**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS

Fort Smith, *Times*. Daily aver. 1907, **4,188**. Largest circulation in city of 35,000.

CALIFORNIA

Oakland, *Enquirer*. (Consolidation Enquirer and Herald.) Average Aug., 1908, **49,608**. Largest circulation in Oakland guaranteed.

Sacramento, *Union*, daily. The quality medium of interior California.

COLORADO

Denver, *Post*, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, **55,069**; Sunday, **81,222**. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, *Evening Post*, Sworn daily average Oct. 1908, **12,801**. Bridgeport's "Want" Medium.

Bridgeport, *Morning Telegram*, daily Average for Nov., 1908, sworn, **12,811**. You can cover Bridgeport by using *Telegram* only. Rate $1\frac{1}{2}$ c. per line flat.



Meriden, *Journal*, evening. Actual average or 1908, **7,680**. Average for 1907, **7,748**.

Meriden, *Morning Record* and *Republican*. Daily average 1906, **7,672**; 1907, **7,769**.

New Haven, *Evening Register*, daily. Annual sworn average for 1907, **15,720**; Sunday, **12,104**.

New Haven, *Leader*. 1907, **8,727**. Only evg'g Republican paper. J. McKinney, Sp. Agt., N. Y.

New Haven, *Palladium*, dy. Aver. '06, **9,549**; 1907, **9,570**.

New Haven, *Union*. Av. 1907, **18,548**; first six mos. 1908, **16,569** E. Katz, Special Agt., N. Y.

New London, *Day*, evg'g. Aver. 1906, **6,104**; average for 1907, **6,547**; 6 mos., 1908, **6,712**.

Norwalk, *Evening Hour*. April circulation exceeds **3,500**. Sworn statement furnished.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average for 1907, **25,484** (G O).

FLORIDA

Jacksonville, *Metropolis*. Dy. av. Nov., 1908, **11,985**. E. Katz, Special Agent, N. Y.

Jacksonville, *Times-Union*, morning. Average for November, 1908, **16,198**; Sunday, **18,000**.

Tampa, *Tribune*, morning. Average 1907, **12,816**. Largest circulation in Florida.

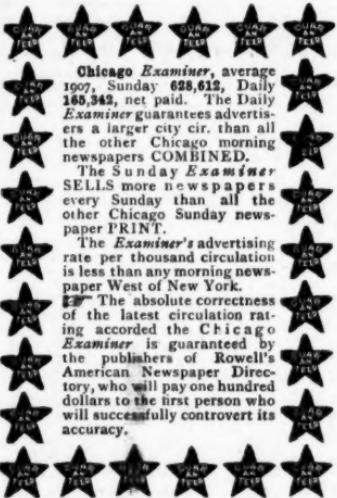
ILLINOIS

Aurora, *Daily Beacon*. Goes into homes. June, '08, **7,984**; July, **8,898**; August, **9,469**.

Chicago, *The American Journal of Clinical Medicine*, mo. (#2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, **37,794**.

Chicago, Breeder's Gazette, weekly. \$2. Average for 1907, 76,755. 4 months 1908, 76,339.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago, Journal Amer. Med. Ass'n, weekly. Av. for '07, 52,217; Jan., Feb., March, '08, 55,087.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily 151,066; Sunday 216,464. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

■ The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (OO).

Galesburg, Republican-Register, Eve. Nov. av. 6,515. Only Galesburg paper exam. by A.A.A.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, Business Philosopher, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, Evening Star. Circulation for 1907, 21,659.

INDIANA

Evansville, Journal-News. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, Tribune. Sworn average nine months ending Sept. 30, 1908, 9,813.

IOWA

Burlington, Hawk-Eye, daily. Average 1907, 8,937. "All paid in advance."

Davenport, Times. Daily aver. Nov., 17,083. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, Publisher. Circulation for 1907, 41,082. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, Times-Journal, morning and evening. Daily average, 1907, 11,340; Sunday, 13,885.

Washington, Eve. Journal. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,670; first 5 mos. 1908, 4,757. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,217.

Pittsburg, Headlight, daily and weekly. Average 1907, daily 6,228; weekly 8,847.

KENTUCKY

Harrodsburg Democrat. Best county paper, best circulation; largest county paper, largest circ.

Lexington, The Herald, week days over 7,000; Sun. 8,000. Combination rates with *Eve. Gazette*.

Lexington, Leader, Av. '06, evening 5,157, Sun. 6,793; for '07, eve'g, 5,390, Sun. 7,102. E. Katz.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,296,438.

Augusta, Kennebec Journal, dy. Av. 151 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,432.

Phillips, Maine Woods and Woodsman, weekly, J. W. Brackett Co. Average for 1907, 6,012.

Portland, Evening Express. Average for 1907, daily 13,514. Sunday *Telegram*, 8,885.

Waterville, Sentinel. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, American. Daily average for 1907, 75,602; Sunday, 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,768. For November, 1908, 80,182.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea-table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1907, daily, 181,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, *Traveler*, daily. Est. 1825. In Oct. 1908 over the same period last year *The Traveler* gained 658,026 copies in Metropolitan circulation. Total circulation over \$5,000. Aggressive Evening Paper of Boston. *The Traveler* is growing faster and more securely than any other Boston Paper.



Boston, *Post*, Nov., 1908, daily average, 267,775, Sunday average, 357,450. The *Boston Post*'s best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1907, 7,850.

Gloucester, Daily Times. Every afternoon and evening. Strong daily av. circulation 1908, 7,342

Lawrence, Telegram, evening, 1907 av. 8,030. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, 18,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,261.

Worcester, Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, 4,586.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Nov., 1908, daily 8,735, Sunday 9,002. Greatest net circulation.

Eaginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, 14,740. Exam. by A.A.A.

Eaginaw, Evening News, daily. Average for 1907, 20,537. November, 1908, 20,389.

MINNESOTA

Duluth, *Evening Herald*. Daily average 1907 23,093. Largest by thousands.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 103,585.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, Journal, Daily and Sunday (©©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Nov., 1908, evening only, 76,023. Average Sunday circulation for Nov., 1908, 72,878. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal*'s circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 64,362.

CIRCULATION **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.

St. Paul, Pioneer Press. Net average circulation for 1907, 35,716; Sunday, 35,465.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI

Joplin, Globe, daily. Average, 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press, Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,870 (©©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 105,666.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer, weekly. 14,545 for year ending Oct. 30, 1907.

Lincoln, Freie Presse, weekly. Average year ending Sept. 30, 1907, 142,989.

Nashua
Average

Gardiner
year end

Jersey
1907, 24,

Newark
63,002 cu

Trenton
Av. 1907

Albion
1907, 16,

Buffalo
447, da

Buffalo
94,600;

Mount
ending

Star
1907

Army
average

Baker
published

Benson
64,416;

Clippings
Pub. Co.

El Cerrito
Clark C.

Leslie
Adv. M.

The Good
Lotions for
F. M.
Westn.

The
circula
October

The
for first

Schenectady
Actual

Hyatt
pub.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city
Average for 1907, 6,371.

NEW JERSEY

Camden, Daily Courier. Actual average for
year ending December 31, 1907, 8,001.

Jersey City, Evening Journal. Average for
1907, 24,330. First six months 1908, 24,375.

Newark, Eve. News. Net daily av. for 1906,
63,022 copies; for 1907, 67,198; Jan. 69,289.

Trenton, Evening Times. Av. 1906, 18,237.
Av. 1907, 20,270; last quarter yr. '07, av. 20,469.

NEW YORK

Albany, Evening Journal. Daily average for
1907, 16,595. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says
The Standard Union now has the
largest circulation in Brooklyn. Daily
average for year 1907, 52,497.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,-
67, daily, 51,604; *Enquirer*, evening, 36,870.

Buffalo, Evening News. Daily average 1905,
94,800; for 1906, 94,473; 1907, 94,843.

Mount Vernon, Argus, eve. Daily av. cir. year
ending Nov. 30, 1908, 4,623. Only daily here.

Newburgh, Daily News, evening. Av-
erage circulation first year 1908,
6,088. Circulates throughout Hudson
Valley. Examin'd and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly
average, 6 mos. to June 27, '08, 10,169.

Baker's Review, monthly. W. R. Gregory Co.,
publishers. Actual average for 1907, 8,784.

Bensinger's Magazine, Circulation for 1907,
64,418; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen
Pub. Co., Ltd. Average for 1907, 26,661 (OO).

El Comercio, mo. Spanish export. J. Shepard
Clark Co. Average for 1907, 8,833—sworn.

Letties Weekly, 225 Fifth Ave., W. L. Miller,
Adv. Mgr. 135,000 guaranteed.

The People's Home Journal. 566,418, mo.
Good Literature, 405,666 mo., average circulations
for 1907—all to paid-in-advance subscribers.
F. M. Lupton, pub., Inc. Briggs & Moore,
Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average
circulation for year ending October, 1908, 10,291
October, 1908, issue, 10,500.

The World. Actual aver. for 1907, Mor., 345,-
494. Evening, 405,172. Sunday, 465,388.

Poughkeepsie, Star, evening. Daily average
for first six months 1908, 4,466; June, 4,691.

Schenectady, Gazette, daily. A. N. Liecty.
Actual Average 1906, 18,309; for 1907, 21,152.

Syracuse, Evening Herald, daily. Herald Co.,
pub. Aver. 1907, daily 35,809; Sunday, 41,130.



Troy, Record. Average circulation
1907, 20,163. Only paper in city which
has permitted A. A. examination, and
made public the report.

Utica, National Electrical Contractor, inc
Average for 1907, 2,642.

Utica, Press, daily. Otto A. Meyer, publisher.
Average for year ending July 31, 1908, 18,087.

OHIO

Akron, Times, daily. Actual average for
year 1906, 8,977; 1907, 9,551.

Ashtabula, Amerikan Samomat Finnish.
Actual average for 1907, 11,130.

Cleveland, Plain Dealer. Est. 1841. Act. daily
and Sunday average 1907, 76,911; Sunday, 88,
373; Nov., 1908, 80,822 daily; Sunday, 94,408.

Columbus, Midland Druggist. The premier
pharmaceutical magazine. Best medium for
reaching druggists of the Central States.

Dayton, Journal. 1907, actual average,
21,217.

Springfield, Farm and Fireside, over 1/4
century leading Nat. agricult'l paper. '07, 447,385.

Springfield, Poultry Success, monthly av. 1907,
33,250. ad largest published. Pays advertisers.

Youngstown, Vindicator. D'y av. '07, 14,768;
Sy., 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906,
8,814; for 1907, 8,859. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver.,
20,182; Nov., '08, 30,569. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation
in Portland and in Oregon than any
other daily paper. Portland Journal,
daily average 1907, 28,805; for Nov.,
1908, 31,118. Vreeland-Benjamin, Representa-
tives, New York and Chicago.

Portland, The Oregonian, (OO).
For over fifty years the great news-
paper of the Pacific Northwest—
more circulation, more foreign,
more local and more classified ad-
vertising than any other Oregon
newspaper. Nov. NET PAID cir-
culation, daily, 37,161, Sunday average, 46,080.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, 7,640.
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, 18,811;
Nov., 1908, 18,716. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Nov., 1908,
15,461. Largest paid cir. in Harrisbg or no pay.

Philadelphia, The Bulletin, net paid aver-
age for November, 238,665 copies a day. "The
Bulletin" every evening goes daily into nearly
every Philadelphia home."

Philadelphia, The Camera, is the only best
photographic monthly. It brings results.
Average for 1907, 8,800.

Philadelphia, Confectioners' Journal, mo.
Average 1906, 8,814; 1907, 8,814 (OO).

Now that the small fruit and nursery season is here, the following table of cost per inquiry will be of interest. The following list of papers was used in the spring of 1908 by a western nursery man:

	Cost per inquiry
The Farm Journal, Philadelphia	.24 1/3
The Fruit Belt, Grand Rapids, Mich.	.28 1/3
National Stockman & Farmer, Pittsburgh	.30 1/5
The Fruit Grower, St. Joseph, Mo.	.35
Rural New-Yorker, New York, N. Y.	.36
The Gleaner, Detroit, Mich.	.38
Ohio Farmer, Michigan Farmer	.39 2/3
Green's Fruit Grower, Rochester, N. Y.	.54
Wisconsin Agriculturist, Racine, Wisc.	.58 1/3
Fruitman and Gardner, Mt. Vernon, Ia.	.60
The Farmer, St. Paul, Minn.	.70
National Fruit Grower, St. Joseph, Mich.	.71 1/5

Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,000.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,657. In its 35th year, independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1907, 17,903—sworn.

Providence, Daily Journal. 18,872 (OO). Sunday, 25,169 (OO). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,581 daily.

Westerly, Daily Sun. Aver. cir. for November, 4,923 (sworn). Only daily in field.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 6 mos., 1908, 4,685; June, 5,184.

Columbia, State. Actual average for 1907, daily (OO) 13,052 Sunday, (OO) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (OO) 13,314; Sunday (OO) 14,110.

Spartanburg, Herald. Actual daily average circulation for first six months of 1908, 3,289.

TENNESSEE

Chattanooga, News. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Week day av. year ending Dec. 31, 1907, 14,694. Week-day at January and February, 1908, in excess of 15,000.

Memphis, Commercial Appeal. daily, Sunday, weekly, 1907, average: Daily, 42,064; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner. daily. Average for year 1906, 31,455; for 1907, 36,208.

TEXAS

El Paso, Herald. Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, Times. daily. F. E. Langley. Av. 1905, 8,627; 1906, 4,118; 1907, 4,636. Exam. by A. A. A.

Burlington, Free Press. Daily average for 1907, 8,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus. dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans, Messenger. daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1907, 2,711; Nov., 1908, 3,270. Largest circulation. Only evening paper.

WASHINGTON

Seattle, Post-Intelligencer (OO). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 33,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Seattle, The Seattle Times (OO). is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its circulation of 56,042 daily, 75,776 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In November *Times* beat its nearest competitor 258,748 lines.

Tacoma, Ledger. Average 1907, daily, 17,482. Sunday, 26,002.

Tacoma, News. Average 1907, 16,025; Saturday, 17,610.

WISCONSIN

Janesville, Gazette. Daily average for 1907, 3,671; Nov., '08, semi-weekly, 1,863; daily 4,691.

Madison, State Journal. daily. Actual average for 1907, 5,086.

Milwaukee, Evening Wisconsin. daily. Average 1907, 28,082 (OO). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, eve. ind. daily. Daily average for 12 months, 55,318; for Oct., 1908, 57,832; daily gain over Oct. 1907, 5,382. 50% of Milwaukee homes at 7 cents per line.

Oshkosh, Northwestern. daily. Average for 1907, 8,680. Examined by A. A. A.

Racine, Journal. daily. Average for the last six months, 1907, 4,374.



The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year ended Dec. 30, 1907, **56,317**.
Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office.
Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1907, **13,846**; Oct., 1907, **16,018**; Oct., 1908, **16,510**. Ill. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, **36,353**; daily Nov., 1908, **39,745**; weekly aver. for month of Nov., **27,132**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, **16,546**. Rates 5c. in.

Winnipeg, Telegram, Average daily, Oct., 1908, **27,194**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily **103,938**, weekly **50,197**.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1907, **62,837** copies daily; the Weekly Star, **129,835** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (60), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being **289,807** ads (an average of **919** a day)—**23,331** more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over **75,000**.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223,30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of **446,738** paid Want Ads. There was a gain of **1,979** over the year 1906, and was **250,163** more than any other Boston paper carried for the year 1907.



PRINTERS' INK.

MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Nov., 166,880 lines. Individual advertisements, 21,450. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE** Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,000 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

(OO) Gold Mark Papers (OO)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *the Evening and Sunday Star*. Average, 1,507, 35,486 (OO).

GEORGIA

Atlanta Constitution (OO). Now, as always, the Quality Medium of Georgia.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,569. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa. *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—second to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

Savannah Morning News, Savannah, Ga. **The Daily Newspaper for Southern Georgia.** C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (OO). Actual average circulation for 1906, 15,866.

Tribune (OO). Only paper in Chicago receiving this mark, because Tribune ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (G). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (G); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (G).

Boston *Commercial Bulletin* (G). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (G), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (G). Has quantity and quality of circulation.

Worcester *L'Opinion Publique* (G), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (G). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(G) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (G).

NEW YORK

Army and Navy Journal, (G). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (G) is THE advertising medium of Brooklyn.

Century Magazine (G). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (G), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (G). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Engineering News (G). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (G). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (G). Established 1807. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (G). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (G) has the largest circulation of any technical paper in the world.

New York *Times* (G). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (G), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (G) carried more advertising in 1906, 1907, 1908, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (G). In 1907 the local advertising was 33 1/2% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (G), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (G) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,903; *The Sunday Press*, 124,006.

THE PITTSBURG DISPATCH (G)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence *Journal* (G), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (G), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The *Norfolk Landmark*'s list of subscribers contains no one induced by anything except merit as a good newspaper. (G) It's worth considering.

WASHINGTON

The *Post Intelligencer* (G). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle *Times* (G) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (G), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (G) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (G), is read daily in over 51,000 of the best result-producing homes.

COMMERCIAL ART CRITICISM

By GEORGE ETHEridge, 41 Union Square, N. Y.
Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

It rains altogether too hard in the illustration of this Fish Brand Oiled Garments advertisement. If the water were a little less inclement the picture would be more

is strong and bold—sure to be seen if nothing else.

The trouble with it, however, is that people are not likely to stop and figure out just what it all



NO. 1



NO. 2

interesting—as it is the figures very nearly disappear altogether.

In the illustration marked No. 2 it is rainy enough for all intents and purposes, the picture is clearer and more interesting, and the arrangement permits better display.

Placing an illustration in the exact center of a small space is seldom commendable—it takes up nearly all the advertisement and cuts the copy in two which gives the entire advertisement a most unsatisfactory appearance.

* * *

Here is a Marion Harland Coffee Pot advertisement which makes its appearance periodically. In many respects it is good, for it

means and what the process is which it is supposed to depict and explain.

Few people will learn any lesson from the position in this cut of the boiling water, the coffee and the infusion.

A clear and carefully drawn pen and ink illustration of the pot and contents made on a larger scale and accompanied by an easily understood explanation of just what happens inside this coffee pot and why it makes good coffee would be far more interesting and useful.

* * *

At first glance this Peck & Peck advertisement looks like a wall paper proposition into which a

foot has been accidentally introduced.

What this peculiar wall paper design has to do with hosiery isn't



Saves 40% of Ground Coffee

Full nickel-plated copper cover and silver-plated strainer. Handsomely and substantially made throughout.

It is desired to inform our customers, the manufacturer will send any size you may select, express paid, to any address east of the Mississipi at the following prices:

8-cup size (3 pints), \$1.00 8-cup size (8 quarts), \$1.00

12-cup size (1 quart), 1.60 18-cup size (3 quarts), 1.60

SILVER & CO., 310 Hewes St., Brooklyn, N. Y.

very clear. Peck & Peck are rather well known as dealers in hosiery of the smartest and most fashionable kind, and it seems as if the



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by PRINTERS' INK, BUTTERICK PUBLISHING CO., McCLURE'S MAGAZINE, CURRIER PUB. CO. and a majority of the large publishers throughout the country. ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.

Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N.Y. Medical Journal Advg. exclusively.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Saturday Evening Post—greater results at lower cost. The Curt's Pub. Co., Phila.

MILLION Country families— $\frac{1}{3}$ cent line a family. Atlantic Coast Lists, New York.

THE BLACK DIAMOND, Chicago - New York Pittsburg for 20 years the coal trade's leading journal. Write for rates.

THE TICKER A magazine of the markets. Sample copy free. TICKER PUB. CO., 347 U. S. Express Bldg., N. Y.

The Bank Advertiser

reaches only bankers. National circulation. C. E. AURACHER, Publisher, Lisbon, Iowa.

THE Troy (Ohio) Record prints to exceed 1,200 copies each issue, all going to bona fide subscribers paying from \$3 (country) to \$5.20 (town) a year. This in face of outside \$1 to \$1.50 a year dailies shows that the *Record's* clientele prefer it to any other and proves its value to advertisers. Minimum rate 4c.; plates, n. r. m., without extra charge.

COIN CARDS

\$3 PER 1000. Less for more; any printing. The COIN WRAPPER CO., Detroit, Mich.

CUTS

THE man who advertises should write for PLATOLOGY, a publication which contains vital information on cuts. H. J. ORMSBEE ENGRAVING CO., Syracuse, N. Y.

ELECTROTYPE

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block Cincinnati, O.

FOR SALE

ONE Century printing press, 40-in. x 53-in. brd., two-revolution, four-roller cylinder, with adjustable feed guides, hinged feed table, two sets roller stocks, two sets vibrating rolls, table distribution, and front delivery. Manufactured by Campbell Printing Press & Mfg. Co. Address, NATIONAL PRINTING & ENGRAVING CO., Niles, Michigan.

The Religious Press Association, Philadelphia. Four shares of stock

FOR SALE

F. W. Ayer, A. G. Bradford, J. A. Wood, all of the advertising agency of N. W. Ayer & Son, Philadelphia; R. C. Lowry, E. W. Mattson, Directors. A dividend paying stock I no longer wish to own. For price and particulars, address W. R. ROBERTS, 107 So. 15th St., Philadelphia.

HALF-TONES

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. THE STANDARD ENGRAVING CO., 560 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with ADVERTISERS, MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

PHOTO-ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, fine plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

POST CARDS

A NEW IDEA FOR CIRCULARIZING ILLUSTRATED POST CARDS

"The little brother" of Illustrated Letters, originated by Frederick Ward. Write for specimens of these little business getters. Send 10c. in stamps or coin, for handsome portfolio of proofs. Booklet, "Cutting the Cost of Inquiries," and literature on mail drumming.

Frederick Ward, 40 Dearborn St., Chicago

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

OF INTEREST TO PUBLISHERS.—We have printing facilities that will appeal especially to publishers who do not own their own printing establishments. We are prepared to do every feature of the work from making the illustrations to mailing the completed periodical. We shall be glad to hear from those in our territory whose present arrangements are not satisfactory. REVEILLE PRESS, Vevay, Ind.

SUPPLIES

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dep't for pasting mailing wrappers; clean, convenient and cheap. Sample free. BERNARD'S PASTE DEP'T, 71 Dearborn Street, Chicago.



PUBLISHING BUSINESS OPPORTUNITIES

Monthly Trade Journal

A very conservative journal in large and important field needs more progressive management. Present owner draws out about \$7,000. \$10,000 to \$15,000 should be realized in the proper hands. Good paid circulation. Gross business \$35,000. Price, \$30,000.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY NEW YORK

P. S. New bulletin just issued.

WANTS

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING MANAGER—At present head of the largest paper of its kind, wishes to make a change. Address "F.", care of Printers' Ink.

WANTED—Two first-class special edition advertising solicitors to prepare anniversary edition for leading paper of 30,000 circulation. Must have highest reference. Address, "LEADER," care Printers' Ink.

ADVERTISEMENT WRITER—Capable of running customer's service department on high-class middle west trade paper; salary in keeping with ability and interest shown; state age, experience, and full particulars to insure recognition; confidential. Address "L. M.", care Printers' Ink.

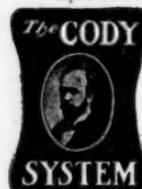
WANTED: A PRINTING SALESMAN of unusual ability (not an order taker); a good business developer, experienced in handling and closing large catalog contracts; an eastern man acquainted with New England trade preferred; highest reference required; either salary or commission; only a man above the average need apply. Address "PRINTING WORKS", care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earns \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

Wanted—Mail-Order Correspondent

Young man to take charge of correspondence, follow up, and promotion end of a growing manufacturing business. Apply by letter only to **ADAMS BROS. MANIFOLD PRINTING CO.**, Topeka, Kansas.

I Can Teach YOU How to Write LETTERS THAT PULL



SYSTEM

If you are a clever business man you can go out and talk with a customer and land an order every time.

I can teach you to talk to 1,000 or 10,000 in the time it would take to land one order personally, and get 10 or 100 orders.

However busy you are, you are not too busy to make your business bigger, to study and understand that

business so you can climb to greater success. Let me study your business personally and privately with you, criticizing your regular daily letters (carbon copies), and myself actually rewriting your important sales letters till you catch the knack of making them pull yourself.

I taught a young Japanese handiing drawn work and other fancy goods so that he was able to get up entirely by himself a letter which brought 267 approval orders (a \$15 cent piece) from 350 letters, of which only 38 were returned—\$3,435 worth of business from 350 letters—nearly \$10 for every letter mailed. Mr. H. Gard, selling postoffice fixtures averaging about \$100 a sale got \$7,699 from 117 inquiries where before on the same proposition he has never realized more than \$3,000.

Very Latest Book—How to Do Business By Mail.

Send \$1 for my new book, superseding all others on the subject, with thousands of points on How to Get Business by Mail; Correct Business English, with over 100 model letters of all kinds, letters that Have Actually Pulled Business.

Sherwin Cody, 1421 Security Bldg., Chicago

CONSULT FILES OF "PRINTERS' INK."

ARMOUR & COMPANY
Advertising Department.
CHICAGO, ILL., Dec. 26, 1908.

Editor of PRINTERS' INK:

Have you on record, or have you ever compiled, any statistics showing the comparative number of pages of advertising run in the different leading magazines, that is, the number of pages for December of 1908 as compared with December, 1907? We would like to get some information along this line covering the months of October, November

and December, 1908, and January, 1909. We have made several efforts to obtain this information, but it seems that no one has ever gone to the trouble to keep such a record.

If you can help us out any we will appreciate it very much.

Yours truly,
ARMOUR & COMPANY.

The desired information can be obtained by comparing the figures contained in the magazine summary numbers of **PRINTERS' INK** for 1907 with the corresponding issues of 1908.

POSITIONS NOW OPEN—Advg. solicitors, advg. papers, N. Y. and Pa.; mgr. classified advg., Minn.; farm journal advg. man, also department store ad-writer, New York; Goss 2-deck non-union pressman, N. Y.; Cor duplex 12-page union pressman, Ill.; news foreman, non-union, Pa.; job foreman, union, Pa. and Ill.; reporter and linotype operator. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

For Sale

Hoe Perfecting Press

Prints four or eight pages, seven or eight columns, in length up to 23½ inches columns. Speed 10,000 an hour. Very cheap to operate. Stereotyping, wetting and roller casting machinery go with it. Originally cost New York Tribune \$25,000. Recently rebuilt by Woonsocket Reporter. Now in A1 condition.

\$5,000 Cash Buys It

No. 1 Mergenthaler Linotype

Single letter. In good working order. Universal adjustable mold and set of No. 2 brevier matrixes. Extra Magazine. Original cost \$3,200. Rebuilt 18 months ago at a cost of \$1,000.

Will Sell for \$1,700 Cash

Both *Press* and *Linotype* may be seen at the office of *Woonsocket Reporter* which was recently absorbed by the *Call*

SEND FOR PHOTOGRAPH AND DESCRIPTIVE CIRCULAR.

Evening Call Publishing Company
Woonsocket, R. I.

Business Going Out

The Frank Presbrey Company, New York, is placing copy for the French Line of steamships with newspapers.

William S. Power & Bro., Pittsburgh, are using daily newspapers in a number of large cities for the Nernst Lamp Company, one of the Westinghouse concerns of that city.

The Seigfried Advertising Agency, New York, will shortly place copy for the Hartford Fire Insurance Company with newspapers. Copy for the Title Guarantee and Trust Company is being placed with newspapers.

Copy for the Simmons Hardware Company, measuring 15 inches, has been sent to newspapers for 48 insertions by N. W. Ayer & Son, Philadelphia.

Large daily papers and quite an extensive list of magazines are being used for the bond house of J. S. & W. S. Kuhn, of Pittsburgh, by William S. Power & Bro., of the same city.

The Prudential Insurance Company, Newark, N. J., is asking for rates from a list of newspapers in selected portions of the West.

The Miles Medical Company, Elkhart, Ind., is making 10,000-line renewal contracts with newspapers, through William G. Johnson.

One hundred and fifty-line, 7-time copy, has been sent to newspapers by M. P. Gould & Company, New York, to advertise the Franklin automobile.

The Wetherald Agency, Boston, is sending Sloan's Liniment copy to newspapers; 156 inches to be used in 18 weeks.

Rates are asked from agricultural papers by the Jaros Agency, New York.

Canadian newspapers are receiving copy from the Eastern Advertisers' Company, New York, to advertise the United States School of Music.

It is stated that the advertising appropriation of the Sharpless Separator Company for 1909 will be a very large one. Business is placed through White's Class Advertising Co.

The New England Advertising Company, Boston, is placing copy for the Reed Mfg. Company, with weekly papers.

E. N. Erickson, New York, is asking for rates from newspapers on Allcock's Porous Plaster advertising.

The advertising agency of William S. Power & Bro., Pittsburgh, has recently

closed the following accounts: The Pittsburgh Sanitary Co., The Sterling Invalid Bed Co., Wellsburg, W. Va.; The Eljer Co., Cameron, W. Va.; The Washington Investment Co.; Pittsburgh, and the Davis Electric Co., Parkersburg, W. Va.

The advertising of the Vermont Farm Machinery Company is now being handled by H. S. Charles, New York.

Rates are requested from newspapers in the South by Albert Frank & Company, New York, on a new account. This is the Powder Oil Mfg. Co., makers of castor oil in powdered form.

The Robert McMullin Company, New York, is asking for rates from newspapers. It is now making up the list for a large advertiser.

The Fowler System Co., of Greenville, Mich., writers of retail advertising copy, are asking rates of the trade papers on one-quarter and one-half page space for three months' contract.

"YOU HAVE THE SAND TO DO THINGS."

STREET RAILWAYS ADVERTISING CO
NEW YORK, Dec. 9, 1908.

Editor of PRINTERS' INK:

I have your letter advising me of the expiration of my past three years' subscription to PRINTERS' INK, and I enclose with pleasure my check for \$5.00 for subscriptions for the coming three years.

For a long time past I have regarded PRINTERS' INK as abundantly worth while and I thoroughly appreciate the improvement which it has shown under your new management.

You have made it live and newsy and have had the sand to refrain from using its columns for boozing the personal interests of some and blighting the interests of others.

With best wishes, I am,
Very truly yours,
RICHARD WOOD.

The Rapid Motor Vehicle Co., of Pontiac, Mich., has issued an attractive booklet entitled, "Doubting Thomas," in which the writer describes his experiences with the Rapid commercial truck in the Glidden tour race of last July. Because of its striking typographical appearance and its artistic sketches in colors it's pretty sure of being read by those who receive it.

The Consolidated Press Clipping Bureau, of Chicago, has issued a neat booklet entitled, "The Uses of Newspaper Clippings," in which the character of its service is attractively set forth.

PHILADELPHIA NEWS NOTES.

Sectional advertising has become a considerable factor in the business of Philadelphia newspapers. Under the heading "Walnut Street Shops," the smaller merchants whose places line that thoroughfare have been taking half-page space in both morning and evening papers. From twenty to sixty lines is allotted to each advertiser. Frankford, Kensington, Cobbs Creek, and Haddington are some of the outlying sections, the principal business streets of which have been similarly advertised by their progressive merchants. By this plan, the man whose small space would be otherwise partially lost in the great bulk of city advertising has his message printed under a heading which is certain to attract the readers in his particular locality, at least.

Thomas Martindale, whose methods of grocery advertising were recently described in *PRINTERS' INK*, is an author of considerable note. His books on camping and hunting experiences have been widely sold. He is now describing his moose-hunting adventures in the Maine woods last fall in a series of articles which are appearing in the *North American*.

A new publication, the *Star*, has entered the evening newspaper field in Philadelphia to fight for third place with Munsey's recently established *Times*. The advertising manager is H. C. Volk, who was associated with the advertising department of the *Record* for several years. The *Star* is said to be backed financially by James P. McNichol, the millionaire political contractor, and other individuals of the Republican organization. It starts with the advantage of being able to command all the municipal advertising and charge handsome rates for it.

Some of the quiet Quaker suburbs of Philadelphia are not taking kindly to the new Sunday afternoon edition of Munsey's *Evening Times*. On a recent Sunday a circulation agent entered peaceful West Chester with a bundle of papers and a band of lusty-voiced youngsters and proceeded to wake things up. One of the first persons aroused was Burgess Reid, who promptly ordered the arrest of the agent and the confiscation of all his papers. Other suburban towns have planned a like course, it is said. In the city, many ministers have been aroused to protest against what they term an unnecessary disturbance of the Sabbath. Anyone who is acquainted with the Pennsylvania blue laws and the love of Sunday quiet prevailing among Philadelphia folks, foresees hard sledding for the *Sunday Evening Times*.

The annual banquet of the Poor Richard Club, of Philadelphia, will be held in the Clover room of the Bellevue-Stratford on January 18. It has been the custom of the club to hold this event on Benjamin Franklin's birthday, which is January 17, but as that date falls on a Sunday this year, the following day was selected. Arrangements

are in the hands of Clarence K. Arnold, president of the club, and T. F. Daly, chairman of the Entertainment committee. Among the prominent men who have promised to speak at the banquet are former Senator John S. Wise, of Virginia; Judge Orlady, of the Superior Court of Pennsylvania; Prof. Martin G. Brumbaugh and Samuel G. Blythe. It is expected that one hundred and twenty members and guests will be present.

FLORIDA NOTES.

The Christmas editions of the Florida newspapers emphatically showed the business-man's appreciation of the power of newspapers as advertising mediums. Contrary to the custom of former years, the *Florida Times-Union*, Jacksonville, abandoned the idea of concentration in a single issue, and spread its efforts over three Sundays preceding Christmas day. The issues contained 42 pages, 48 pages and 48 pages respectively. The Jacksonville *Metropolis*, the only evening paper in the field, brought out an 80-page number December 12. The *Pensacola Journal* and *Tampa Tribune* issued large single numbers. The smaller papers all over the state brought out big Christmas issues during the month, and most of them were home print. The Christmas season as regards advertising patronage has been the most satisfactory—"the greatest ever."

Charles S. Emerson has re-entered the service of the *Florida Times-Union* as manager of special and foreign advertising. Mr. Emerson was formerly with the *Dayton, Ohio, News*.

Many of the Florida newspapers are still cutting rates below card rates, and allowing commissions to non-agents. This applies to some of the "Big Noises" in the Florida newspaper world as well as to the little fellows. By concentration, business could be obtained at full card rates.

WHY IT WAS.

A party of Northerners was touring Virginia, some years ago, and as the crowded train was crawling through Stafford County, near Fredericksburg, an old and wizened woman, with a basket bigger than herself, came aboard, and edged diffidently into the vacant place beside one of the men. After a while her seatmate decided that it could be no harm to draw her out a little for the benefit of the rest of the party.

"This is very poor land that you have around here, madam," he began.

"Mighty pore," she assented, humbly.

"I never did see such worthless soil."

"No, sub," with an air of deep dejection.

"Don't you ever sow any crops at all?" he kept on.

The ancient dame did not lift her head.

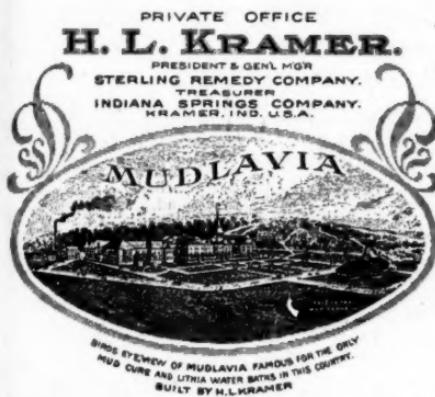
"Naw, sub," she drawled. "This hyer land around hyer was sowed 'bout three foot deep with Yankees 'long 'bout forty years ago, and we ain't been able to raise nary crap since."—*Harper's Weekly*.

Spends \$600,000.00 a Year

For ten years past Mr. H. L. Kramer has expended an average of \$600,000.00 annually in newspaper, magazine, outdoor and other advertising for Cascarets and other of his properties.

The Sterling Remedy Company, manufacturers of Cascarets, is today one of the three most prosperous proprietary medicine companies in the world—and their great success has been built by Mr. Kramer's ability to buy and do the right kind of advertising.

Few men are better informed regarding advertising values, yet Mr. Kramer still finds his subscription to PRINTERS' INK "one of the best investments" he can make. Read his letter.



The Printers' Ink Pub. Co., New York

Gentlemen:—I take pleasure in enclosing herewith Sterling Remedy Company check for five dollars (\$5.00) for three years subscription to PRINTERS' INK, which I think is one of the best investments we have the opportunity of making.

Yours very sincerely,

December Twenty-Fourth, Nineteen Hundred Eight

Publishers who make their announcements through PRINTERS' INK get the attention of advertisers like Mr. Kramer and others of the biggest and best advertisers in the world, oftener than they could hope to do in any other way. Buying space in PRINTERS' INK proves to be one of the best investments they make, too.

Ask about rates.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street -:- -:- -:- New York City



"The New Delineator"

Pages double former size will mark the April issue of "The Delineator."

Do you wish your Advertising to share the unusual attention this change will attract?

Bear in mind that "The Delineator" reaches women through the dry-goods and department stores where they trade.

Therefore, any change in "The Delineator" attracts attention from **merchants** as well as women.

W. H. Black

Manager of Advertising
Butterick Building
New York City

P. H. RALSTON, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

Watch
"The New Delineator"